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ABSTRACT

A study examined opinion leadership among blacks in Atteridgeville, South Africa. Specifically the study sought to identify potential opinion leaders, opinion seekers and opinion avoiders with respect to public affairs, educational and family planning matters in Atteridgeville township, and to construct a profile of such opinion leaders. Subjects, randomly chosen individuals representing 450 black households, responded to a questionnaire on mass media use and interpersonal communication behavior. Results indicated that opinion leaders in Atteridgeville public affairs are probably more exposed to the mass media than are nonleaders, particularly opinion avoiders. Results also indicated that opinion leaders participated more in interpersonal communication than did avoiders or inactives--leaders were more aware of their role and status than the nonleaders. Analyses also indicated that opinion leadership in public affairs was not associated with age, sex, or high socioeconomic status. Opinion leaders in educational matters mirror leaders in public affairs, except that leadership is a function of age, as well as of being better qualified educationally than nonleaders. In the case of family planning matters, results again reflect those of the previous categories, with the exception that males tend to be opinion avoiders. Findings suggest that all opinion leaders spent more time reading newspapers and watching television than did nonleaders and were positively related to white change agent contact. (Fifty-three tables of data and 23 figures are included, and references and a sample questionnaire are appended.) (NKA)

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Research finding Comm N-142

Identification of opinion leaders in public affairs, educational matters and family planning in the township of Atteridgeville

M.R. Heath
S.J. Bekker

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EKSERP

Die tweestap-vloeiteorie wat in die vroeë veertigerjare deur Lazarsfeld en andere ontwikkel is, het getoon dat opinieleierskap nie 'n karaktereienskap van bepaalde mense is nie, maar deel vorm van interpersoonlike interaksie waartydens suksesvolle beïnvloeding plaasvind. Die literatuur toon dat 'n indiwidu tegelyk ten opsigte van verskillende aangeleenthede die rol van opinieleier, opiniesoeker, opinieontwyker en nie-aktiewe persoon kan vervul.

Weens 'n gebrek aan navorsingsbevindings oor opinieleierskap in Suid-Afrika, is 'n ondersoek geloods onder die gemeenskap van Atteridgeville naby Pretoria om potensiële opinieleiers te identifiseer.

Beduidende verskille is bevind tussen die profiele van opinieleiers en van opiniesoekers, en in 'n mindere mate van die nie-aktiewe persone, ten opsigte van opinieleierskap in openbare aangeleenthede, onderwyssake en gesinsbeplanning. Die ondersoek beklemtoon die behoefte aan kennis oor die verskillende opinieleierskaprolle ten einde 'n beter begrip vir die proses van massakommunikasie en die tweestap-vloeiteorie te verkry.

ABSTRACT

The two-step flow theory which was developed in the early forties by Lazarsfeld and others revealed that opinion leadership is not a trait peculiar to specific persons, but is part of everyday interpersonal interaction through which people are successfully influenced. The literature indicates that a person can fulfil the role of opinion leader, opinion seeker, opinion avoider and non-active person simultaneously in respect of different topics.

In view of a lack of research findings on opinion leadership in South Africa, the project was carried out in the community of Atteridgeville near Pretoria in order to identify potential opinion leaders.

Significant differences were found between the profiles of opinion leaders and opinion seekers, and to a lesser extent the non-active persons, with regard to opinion leadership in public affairs, educational matters and family planning. The study emphasizes the need for more information on the various opinion leadership roles so as to achieve a fuller understanding of the process of mass communication and the two-step flow theory.

1. INTRODUCTION

Research on the effects of mass communication has taken a drastic turn in recent years with the development of the two-step flow theory and the rejection of the mechanistic view on the communication process (El-Assal 1967). This change widened the scope of mass media studies to include person-to-person communication. Not only has the two-step flow theory redirected the field of mass communication research, it has also emphasized the power of primary groups and informal, interpersonal communication in a mass society.

Several studies have since been undertaken to examine the two-step flow of communication and to build upon it, for instance through research on opinion leadership. The vanguard of these studies was a series of research undertaken by the Bureau for Applied Social Research of Columbia University that laid the foundation for subsequent research projects investigating the position of the opinion leader and defining the role that he plays in communication processes in a mass society.

1.1 PROBLEM SETTING

Millions of rands are spent annually in the Republic of South Africa on guidance and development programmes of which family planning and education form an important part. Despite this, very little attention is nevertheless paid to the role of opinion leaders in this respect, or to that of opinion seekers and avoiders. This has led to a serious lack of scientific knowledge on communication principles that are to form an integral part of the planning and implementation of such programmes among Blacks.

As far as is known and with the possible exception of the research done by *inter alia* Watts and Shearing (1966) and Kaplan (1979), very little research has been done in South Africa to date on the role of opinion leadership and of opinion seeking and avoiding in guidance and development programmes.

Problems presently being experienced in South Africa include:

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(1) difficulties with the acceptance and implementation of family planning programmes in respect of the following:

- contraception;
- spacing of children and ideal number of children per family unit;
- conflict between beliefs and religion in view of the traditional culture and customs of Blacks in South Africa, and Westernized ideas on family planning;
- factors necessitating family planning, and
- premarital sexual activity, unwanted pregnancies and illegitimacy;

(2) difficulty in acquainting Blacks with the importance and necessity of education, including the following matters:

- expectations of better education;
- career planning and subject choice;
- bursaries and study problems;
- female education, and
- education and training in reality;

(3) a certain disinterest in and lack of knowledge on public affairs with respect to:

- political development in South Africa;
- community affairs regarding the work of community councils, the new Black City Councils, legal guidance, housing, replanning of Black townships, transport and financing.

Research has indicated that opinion leaders have a great influence on the success of guidance and development programmes in any community (Lazarsfeld, Berelson, Gaudet 1948, Rogers, Svenning 1969, Boissevain 1974, Rogers, Kincaid 1981). In view of the lack of research findings in South Africa on the extent to which opinion leaders play communicator roles in interpersonal communication, the Institute for Communication Research of the Human Sciences Research Council decided to conduct a study on this phenomenon as it appears in the Black township of Atteridgeville. The project was carried out as a pilot study for a comprehensive study on opinion leadership.

1.2 OBJECTIVES

1.2.1 General objectives

The general objective of this project is to examine opinion leadership among Blacks in Atteridgeville. The results of this study can possibly contribute towards

- more effective guidance programmes;
- a better understanding of interpersonal communication behaviour, and
- the utilizing of opinion leaders in guidance programmes with respect to the decision-making and information adoption processes.

1.2.2 Specific objectives

The specific objectives of this study are to identify potential opinion leaders, opinion seekers and opinion avoiders in respect of public affairs, educational and family planning matters in Atteridgeville, and to construct a profile of such opinion leaders.

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2. OPINION LEADERSHIP

2.1 CONCEPTUAL CLARIFICATION

In view of this study it is necessary to describe and define the terms two-step flow (multi or cycle flow), opinion leadership and other related concepts in order to ensure a clear understanding of the topic.

2.1.1 The two-step (multi or cycle) flow of communication

Lazarsfeld, Berelson and Gaudet (1948) described the two-step flow as information being gathered from the mass media and then passed on to other people. Taking into consideration the vast variety of definitions that exist, the following definition was constructed: The two-step flow of communication can be described as the distribution and spreading of information and influence by certain key communicators in a face-to-face situation. Information that is received from the mass media and other people is passed on to others in a multi or cycle flow of communication (Troldahl, Van Dam 1965, Rogers, Shoemaker 1971, and Rennen 1972).

2.1.2 Opinion leadership

Several terms have been used by various researchers as synonymous with opinion leaders or leadership namely ... *fashion leaders, gatekeepers, influencers, trend setters or tastemakers* ... (Hart, Friedrich, Brooks 1975 : 124).

Taking into consideration several other definitions of opinion leadership, the following explanation is given in an attempt at clarifying the concept.

Opinion leadership is leadership at its *simplest* (Katz, Lazarsfeld 1955). It is the almost invisible, inconspicious, informal form of leadership which is casually exercised between friends, family members, co-workers and neighbours in a situation where someone turns to another person for advice, guidance or information on a given question or problem. An opinion leader is a person thus capable of influencing other people's attitudes, actions and behaviour at the person-to-person level of ordinary, daily, informal exchanging of information, ideas, attitudes - and advice in interpersonal relations (McCroskey 1968, Rogers, Shoemaker 1971, and Kaplan 1979).

2.1.3 Other related concepts

(1) Opinion seekers

Wright and Cantor (1967 : 34) define opinion seekers as those ... *individuals who have sought out someone else's views (or several people's views) on either (a) a particular issue, (b) several issues related to a common subject, or (c) several topics ... They are the ones who play an active role in soliciting opinions, either in specific instances or in general.*

(2) Opinion avoiders

Opinion avoiders are defined as ... *persons who avoid, or at least do not seek, other people's views on a particular issue ...* (Wright, Cantor 1967 : 34). Hyman and Sheatsley (1947 : 412 - 423) defined them as chronic *know-nothings* who are generally uninformed and hard to reach through information campaigns. They may well be associated with what Stycos (1952) calls *communication terminants.* Many of them may be apathetic about the topic, others may deliberately avoid the issue (Wright, Cantor 1967). They seldom if ever discuss the matter or ask someone's advice.

(3) Communication inactives

Troldahl and Van Dam (1965/66 : 631) describe communication inactives as ... *persons who had not talked with anyone about the topic recently.* Robinson (1976) explained that a large group are inactive in that they do not make any attempt either to influence or to ask for advice. They make slightly more extensive use of the mass media than opinion receivers. They may well be latent opinion leaders or seekers (Fourie 1982).

(4) Change agents

A change agent can be described as a person who ... *functions as a communication link between two or more systems* (Rogers, Shoemaker 1971 : 228). He could be a person who provides a linkage between a more developed nation and clients of a less developed (developing) nation to whom he introduces certain innovations. He is often required to help people become aware of the need to alter their behaviour, and he diagnoses problems and creates the intent to change in a person (Rogers, Shoemaker 1971).

(5) Polymorphism and monomorphism

Polymorphism is the degree ... *to which an individual acts as an opinion leader for a variety of topics* (Rogers, Shoemaker 1971 : 223). Monomorphism is the ... *tendency for an individual to act as an opinion leader for only one topic* (Rogers, Shoemaker 1971 : 223).

2.2 THE DEVELOPMENT OF THE OPINION LEADERSHIP THEORY

2.2.1 Background

The opinion leadership theory was developed in 1940 by Lazarsfeld and others in a study undertaken to examine the role of personal influence in the voting behaviour of people during the US presidential election campaign. The two basic ideas of personal influence, i.e. opinion leadership and the two-step flow theory, were introduced in this research.

The study emphasized the impact of personal influence on the process of opinion formation, opinion change and development (El-Assal 1967). The study furthermore revealed that opinion leadership is not a trait which some people possess and others do not, but rather an integral part of the interaction of everyday personal relationships. People (friends, family members and co-workers) were most successfully persuaded and influenced through give-and-take interaction with other people. Mass media effect was considered to be less potent and less automatic in influencing people than had been assumed (Katz 1957). The importance of interpersonal relations as potential networks in communication in which the opinion leader plays a key communication role, has therefore been exposed and is considered a worthy research field.

Reporting on Merton's work, El-Assal (1967) emphasized another important aspect, namely that opinion leaders do not necessarily form a community influence structure. This means that it would be futile to study opinion leaders as if they were community leaders or community influentials (people who are influential because they are involved in the community power structure). Opinion and attitude changes are ... *effected through interaction with certain group members who play key roles in influencing others by virtue of their location in strategic points in the transmission of communication* (El-Assal 1967).

Taking into account that opinion leadership is neither a trait nor a formal part of a community influence structure but an integral part of everyday communication interaction, this implies that an individual is influential at specific times and with respect to certain topics only by virtue of the fact that he is empowered by the members of this group to act as an opinion leader. One can therefore assume that people, when faced with a problematic, uncertain or unclear situation, may turn to another person to define the situation in terms that permit him to act accordingly. A number of studies (Van den Ban 1964, Jones 1967, Arndt 1968, Rogers, Shoemaker 1971, Chu 1977, and Rogers, Kincaid 1981) have indicated that people make decisions predominantly as a result of personal influence in interpersonal relations.

2.2.2 Characteristics of opinion leaders

The concept opinion leadership is best defined through delineation of its unique characteristics. Three major components of opinion leader characteristics can be used to characterize opinion leaders: personification of certain values, competence, and strategic social location (Rennen 1972). It is possible to classify a variety of research results regarding the characteristics of opinion leaders under these categories.

(1) Personification of certain values

(a) Opinion leaders are non-deliberate and non-manipulatory. The opinion leader does not act in a formal capacity, or deliberately imposes his opinions and advice upon others. These are rather sought and asked for and only given on request (El-Assal 1967).

(b) Opinion leaders are more aware of their role and status within a group than other members (Katz, Lazarsfeld 1955).

(c) Opinion leaders are more innovative than other people, but are not necessarily innovators (Rogers, Shoemaker 1971).

(d) Opinion leaders conform more closely to the norms of their social system than the average group member (Rogers 1967). In a progressive system they will be more progressive and in a conservative system more conservative than non-leaders (Van den Ban 1964).

(e) Opinion leaders have a good knowledge of group opinions (Katz, Lazarsfeld 1955).

(2) Competence

Rennen (1972 : 37) postulated that *(w)at men is wordt voor een groot deel bepaald door wat men in de mening van medegroepsleden weet.* From this statement one can infer that being competent could mean being influential.

(a) Bettinghaus (1968) indicates that opinion leaders are better informed than other group members. This is probably the result of extensive mass media exposure, more intensive use of specific information sources and more intensive interpersonal communication (Lazarsfeld, Berelson, Gaudet 1948, Katz, Lazarsfeld 1955, Katz 1957, Coleman, Katz, Menzel 1957, Van den Ban 1964, and Rogers 1967).

(b) Opinion leaders tend to be more receptive to and directly influenced by mass media messages than other group members (Katz 1957, Jones 1967, Richmond 1977, and Levy 1978).

(c) Opinion leaders tend to specialize in a certain topic (Katz 1957). Merton (1968), however, indicates that opinion leaders can be either monomorphic or polymorphic leaders.

(3) Strategic social location

Certain social positions exist within a social structure from which social changes can be stimulated, controlled or be opposed. Intensive contact in this context is very important to any potential influential because *(o)pinion leadership is more likely to flourish among individuals whose social characteristics, status and roles bring them into social situations where there is a favorable 'climate' for personal influence* (Wright, Cantor 1967 : 37).

(a) Personal influence is restricted to definite incidents where, in a certain situation and with respect to a specific subject, one person can adopt or follow the ideas or advice of a particular other person. Change results from direct interaction (El-Assal 1967).

(b) Opinion leadership is not necessarily confined to the two-step (multi or cycle) flow process. The crucial factor in opinion leadership is neither the mere relaying of information and ideas, nor the linking of a group to any outside context of ideas, but the endorsement and adoption of their ideas. Opinion leaders only exist because people tend to seek advice or information from them (Wright 1975).

(c) Opinion leaders and their group members belong to the same primary groups. The nature of personal influence in this respect can best be understood and enhanced through an examination of the homogeneity of opinion between communicator and communicatee (Rogers, Shoemaker 1971). Results from various studies revealed the effectiveness of interpersonal influence reflected in the homogeneity of opinion and actions in primary groups (Lazarsfeld, Berelson, Gaudet 1948, Katz, Lazarsfeld 1955, Lowe, McCormick 1956, Coleman, Katz, Menzel 1957, Katz 1957, Weiss 1957 and Rogers, Shoemaker 1971). Support for the above statement is also evident from the research of Berscheid (1966), Wright and Cantor (1967), and Mills and Jellison (1968). These studies have confirmed the fact that opinion leadership is more effective in primary groups with more homogenous values, norms and opinions.

(d) Opinion leadership occur on every social level of a community (Lazarsfeld, Berelson, Gaudet 1948, Katz, Lazarsfeld 1955, Coleman, Katz, Menzel 1957, Bettinghaus 1968, Weiss 1970, and De Fleur, Ball-Rockeach 1975).

(e) Opinion leaders tend to have a more intensive integrated social life style than other group members (Katz 1957, Bettinghaus 1968, Lindzey, Aronson 1969, and Kaplan 1979).

(f) Opinion leaders tend to be more cosmopolite in their communication behaviour than other group members (Rogers 1967). Consequently they form a link with sources outside their specific social system and provide a channel (avenues) for the entrance of new ideas.

(g) Several researchers (Katz, Lazarsfeld 1955, Rogers 1967, Bettinghaus 1968, McCroskey 1968, Robinson 1976, and Anderson, Garrison 1978) have indicated that opinion leaders tend to have a slightly higher social status than other group members.

(h) Myers and Robertson (1972) state that opinion leaders are more positively related to overall social leadership than non-leaders. It is, however, not necessarily true that opinion leaders will occupy conventional leadership positions. Both opinion leader and seeker play facilitative, rather than conventional roles in their interaction.

(i) Opinion leaders tend to have more change agent contact than other group members (Rogers, Shoemaker 1971).

2.2.3 The personal influence process

El-Assal (1967) raised three interrelated and overlapping questions with regard to the personal influence process:

Under what conditions does a person seek advice or information from another?

Why does he resort to a particular other person for advice or information?

What governs and regulates the interaction between opinion leader and opinion seeker? Possible answers to these questions can best be given with references to the following findings of a number of research studies:

(1) Conditions

Results from various studies confirm Wright and Cantor's (1967) statement that a favourable climate for personal influence materializes among individuals whose social characteristics, status and role bring them into social situations where advice, or information is being sought from one another on a variety of topics or related issues. Factors that stimulate the climate or create conditions for advice seeking were classified as follows:

(a) Motivating factors

People seek information for a variety of reasons, including lack of knowledge, lack of information, uncertainty, risk, indecision and the importance to satisfy certain communication needs (El-Assal 1967, Wright, Cantor 1967, and Fourie 1975).

(b) The role of the mass media

From research findings (Deutschmann, Danielson 1960, Van den Ban 1964, Greenberg 1964, Arndt 1968, Bostian 1970, Nimmo 1977, and Rogers, Adhikarya 1979) one can infer that the mass media often play an important role in facilitating interpersonal communication and in creating a climate or condition for the flow of interpersonal influence. Within this context mass media can function as follows:

(i) In supplying new and/or additional information;

(ii) In reinforcing and confirming existing values, opinions and attitudes, and

(iii) in facilitating and stimulating change effects in opinion or overt behaviour to a certain extent.

Mass media effect therefore cannot be considered without taking into account the dynamics of the social situations in which messages are received, thought about and decided upon. This means that response to a given mass communication is a social event in which personal influence is often exerted among group members (El-Assal 1967).

Evidence in support of the above statements can be found in various research findings: The more important the contents or greater the value of a mass communication, the more important becomes interpersonal communication disseminating messages (Deutschmann, Danielson 1960, Hill, Bonyean 1964) as well as the role of the opinion leader in the information adoption or decision-making process (Van den Ban 1964, Jones 1967, Bostian 1970, and Rennen 1972). Bostian (1970) also refers to Troldahl and Costello who identified heavy mass media exposure as a stimulating factor in facilitating interpersonal communication.

From the above one can infer that people would rather seek and ask for advice or information from people with an interest in and knowledge or their field of interest (Wright, Cantor 1967).

(c) Homogeneity and congruity

Interpersonal influence is more effective in a climate where opinion leaders and non-leaders are to a certain degree homogeneous and congruent in respect of their opinions, attitudes, beliefs, interests, social status and socio-economic class (Lowe, McCormick 1956, Berscheid 1966, Mills, Jellison 1968, and Wright 1975).

(2) The *other* person as opinion leader

A person is chosen as an opinion leader for various reasons of which the following two could be the most important:

(a) An opinion seeker will turn to another person whom he perceives to be experienced, knowledgeable, competent and well informed in the context of what is being sought.

(b) An opinion leader is perceived to share similar outlooks and orientations towards the issue in question (El-Assal 1967).

(3) Regulating and governing factors of interaction

El-Assal (1967 : 197) generalized that the interaction between an opinion leader and seeker (influencee) is governed and regulated by *reciprocal role expectations*. A person is sought for advice or information on the basis of his actions and inferred qualities. Interaction is facilitated and stimulated within an established set of expectations held by both opinion leader and seeker. This indicates that opinion leaders are aware of their status and role as advice givers or individuals who are resorted to for information, advice and opinions in the context of what is being sought.

2.2.4 Opinion seeking and avoiding

Despite the leading role of an opinion leader in a situation where he may be more knowledgeable and informed, the important role of the opinion seeker should never be underestimated. Rennen (1972 : 48) reported in this regard that

> *(o)p de eerste plaats is het onwaarschijnlijk dat mensen (of groepen) zich klakkeloos laten leiden door de mening van een persoon, i.e. hun 'opinieleider' (derhalwe een verontachzaming van de actieve rol van de ontvanger); op de tweede plaats wordt voorbijgegaan aan de interactie en daaruit mogelijk voortvloeiende beïnvloeding van de nietleiders onderling.*

It is perhaps with this in mind that Wright and Cantor (1967) made a study of opinion seeking and opinion avoiding. They argued that very little attention was given to the role of the opinion seeker in the interactive process as well as to the person who appears to escape such interactions (avoiders). Robinson (1976 : 307) also argued that the less attentive actor had been neglected by research to date. It is thus important to note that the rank-and-file generally seem to be a residual group defined by default as those people who are not opinion leaders. One must agree with Robinson (1976) that such a definition is questionable when dealing with a test sample and specific topics in research, e.g. public affairs. One may find large segments of the sample (and population) who are simply not interested in the particular topic, but who may well be interested in another. It is possible that a person could be an opinion leader on a topic or variety of topics, but an opinion avoider or seeker or inactive on (an)other topic(s) (Wright, Cantor 1967).

The fact that certain individuals may play more than one facilitative role (e.g. as opinion leader, seeker, avoider or inactive) with respect to various topics of interest, has important implications for the understanding of the role of personal influence in the communication process. Differences in communication behaviour between opinion leaders and non-leaders may have been influenced by the different characteristics of opinion seekers, avoiders and inactives who were included in a general category, namely *non-leaders*.

On these basic assumptions, and backed by results from the various studies mentioned, a set of hypotheses was drafted regarding opinion leadership among Blacks in Atteridgeville.

2.2.5 Hypotheses

All the hypotheses have been set with respect to the three topics in question, namely public affairs, educational matters and family planning.

(1) Hypothesis 1

Null hypothesis: (Ho1)

Opinion leaders in Atteridgeville are not more exposed to mass media messages than opinion seekers, avoiders and inactives.

Alternative hypothesis: (Ha1)

Opinion leaders in Atteridgeville are more exposed to mass media messages than opinion seekers, avoiders and inactives.

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(2) Hypothesis 2

Null hypothesis: (Ho2)

Opinion leaders in Atteridgeville are not more active in interpersonal communication than opinion seekers, avoiders and inactives.

Alternative hypothesis: (Ha2)

Opinion leaders in Atteridgeville are more active in interpersonal communication than opinion seekers, avoiders and inactives.

(3) Hypothesis 3

Null hypothesis: (Ho3)

Opinion leaders in Atteridgeville are not more aware of their role and status as opinion leaders in a group than opinion seekers, avoiders and inactives.

Alternative hypothesis: (Ha3)

Opinion leaders in Atteridgeville are more aware of their role and status in a group than opinion seekers, avoiders and inactives.

(4) Hypothesis 4

Null hypothesis: (Ho4)

Opinion leadership in Atteridgeville is not related to age or sex.

Alternative hypothesis: (Ha4)

Opinion leadership in Atteridgeville is related to age or sex.

(5) Hypothesis 5

Null hypothesis: (Ho5)

Opinion leadership in Atteridgeville is not related to a high socio-economic status.

Alternative hypothesis: (Ha5)

Opinion leadership in Atteridgeville is related to a relatively high socio-economic status.

(6) Hypothesis 6

Null hypothesis: (Ho6)

Opinion leadership in Atteridgeville is not related to a high social lifestyle.

Alternative hypothesis: (Ha6)

Opinion leadership in Atteridgeville is related to a high social lifestyle.

(7) Hypothesis 7

Null hypothesis: (Ho7)

Opinion leaders in Atteridgeville do not have more contact with Whites* as change agents than opinion seekers, avoiders and inactives.

Alternative hypothesis: (Ha7)

Opinion leaders in Atteridgeville have more contact with Whites as change agents than opinion seekers, avoiders and inactives.

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* A statement made by Dr. H.P. Fourie (1982) that Black opinion leaders may have more contact with Whites as change agents than non-leaders.

(8) Hypothesis 8

Null hypothesis: (Ho8)

Opinion leaders in Atteridgeville do not make more extensive use of specific information sources than opinion seekers, avoiders and inactives.

Alternative hypothesis: (Ha8)

Opinion leaders in Atteridgeville make more extensive use of specific information sources than opinion seekers, avoiders and inactives.

(9) Hypothesis 9

Null hypothesis: (Ho9)

Opinion leaders in Atteridgeville do not necessarily act as opinion leaders for a variety of topics.

Alternative hypothesis: (Ha9)

Opinion leaders in Atteridgeville may act as opinion leaders for a variety of topics.

3. METHODOLOGY

3.1 THE QUESTIONNAIRE

The data for the investigation were obtained by means of a structured questionnaire composed in three languages, namely English, Zulu and Northern Sotho, consisting of four sections that are discussed separately.

3.1.1 Biographical data

This section consists of fifteen questions on certain population traits, including sex, age, income, and occupation.

3.1.2 Gregariousness

Seven questions were asked in order to obtain information on social integration.

3.1.3 Media use

This section consists of 15 questions that were set to obtain data on mass media use and interpersonal communication behaviour.

3.1.4 Opinion leadership

Twenty questions were used in order to (1) construct the opinion leadership identification scale; (2) construct the opinion seeking and opinion avoiding scales; (3) determine certain credibility factors on each topic with respect to opinion leadership, and (4) try to determine to whom people go for advice or information or help on any aspect of the topics in question.

3.2 THE SAMPLE AND DATA COLLECTION

The sample drawn on a random basis by the Institute for Statistical Research (ISR) of the HSRC consisted of 450 houses in Atteridgeville. The composition of the sample according to age and sex is given in

Table 3.1. The data were collected through personal interviews during June 1982. The survey was conducted with the aid of a team of trained Black fieldworkers under the supervision of Black officers of the HSRC. Interviews were conducted on a one per house basis.

TABLE 3.1

COMPOSITION OF THE SAMPLE ACCORDING TO SEX AND AGE

	Age in years													
	15–19		*20–29*		*30–39*		*40–49*		*50–59*		*60–64*		Total	
Sex	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Males	29	33	47	33	25	30	18	28	14	32	7	30	140	31
Females	59	67	96	67	59	70	46	72	30	68	16	70	306	69
Total	88	100	143	100	84	100	64	100	44	100	23	100	446	100

3.3 IDENTIFICATION SCALES

A number of methods for the identification of opinion leaders have been used in communication research, of which sociometry, informants rating and the self-designation techniques are probably the best known.

A literature study regarding these methods and techniques was undertaken and it was decided to use the self-designation technique in this project. Other methods such as sociometry, network analysis, small world technique*, key informants rating and the reputational and observational methods were not considered because of certain limitations, e.g. available time, the fixation and drawing of the sample and the cost factor.

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* This technique is defined by Erickson and Kringas (1975 : 583 - 593) as "seeking elites from the bottom up".

3.3.1 The self-designation technique

The self-designation technique was used by Katz and Lazarsfeld (1955), Rogers and Cartano (1962), Troldahl and Van Dam (1965/66), Fenton and Leggett (1971) and others to identify opinion leaders, and consists of a series of questions aimed at determining the degree to which a respondent perceives himself to be an influential person. This method therefore depends heavily upon the accuracy with which a respondent can assess his self-image. It is particularly suitable for the identification of opinion leaders in a sample of respondents which often precludes the use of sociometric methods (Rogers, Shoemaker 1971).

The original method consisted of a two-item scale which, according to Rogers and Cartano (1962) and Troldahl and Van Dam (1965/66) had one serious weakness, namely the need to conduct a follow-up interview to determine its validity. Rogers and Cartano (1962) modified the two-item scale and developed a six-item scale which was used in a study among Ohio farmers in 1957. This modification led to improved reliability and provided evidence for the validity of the self-designation technique (Troldahl, Van Dam 1965/66). In addition Troldahl and Van Dam (1965/66 : 655) developed a seven-item scale to measure *perceived opinion leadership,* i.e. to *tap the (self) perception* aspect more directly.

In the present study a nine-item scale was developed as a more stringent criterion for the identification of opinion leaders. This scale is a modification of the previous ones, using items from the Rogers and Cartano (1962), Troldahl and Van Dam (1965/66) and Fenton and Leggett (1971) scales. The items were restructured to suit the purpose of this study. Questions 34 to 42 in the questionnaire (Appendix A) were used as items in the identification scale (Table 3.2).

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3.3.2 Opinion leadership identification scales

The new nine-item scale developed for the present study was applied in two different ways in an attempt to identify any potential opinion leaders and concerned statistical weighting and self-perception.

(1) Statistical weighting

A frequency table was compiled in order to determine the percentages of responses in the *yes* and *very often* (Question 39) categories of each of the nine questions (Table 3.2). The equation $W = 100-x$, was used to determine the weight for each question (W = weight; x = percentage of responses). A total weight for the nine-item scale was then calculated with the equation

$$Tw = \sum_{i=1}^{9} W_i$$

(Tw = total weight for scale;
W_i = weight of each item; and
Σ = sum of).

(a) Identification of opinion leaders in public affairs

The mean, median quantiles and percentiles were calculated for the variable Tw on public affairs (Figure 3.1). After discussing the matter with the ISR of the Human Sciences Research Council, it was arbitrarily decided to use the 90th percentile that represented a value $Tw = 500$ as cut-off point, as the authors anticipated that 10 % of the sample might be opinion leaders in public affairs.

Forty-six respondents with a score equal to $Tw = 500$ and more were thus identified as potential opinion leaders (Example 1).

EXAMPLE 1

IDENTIFYING OPINION LEADERS IN PUBLIC AFFAIRS THROUGH STATISTICAL WEIGHTING

Nine-item identification scale

ITEM	% of *yes* and *very often* responses	Weight
Item 1	21	79
Item 2	17	83
Item 3	17	83
Item 4	11	89
Item 5	22	78
Item 6	11	89
Item 7	9	91
Item 8	9	91
Item 9	9	91

Using the equation

$$Tw = \sum_{i=1}^{9} W_i$$

in the PROC UNIVARIATE programme (SAS USER'S GUIDE 1982 : 575), the total score was calculated for each of the respondents. Taking the 90th percentile as cut-off point, respondents with a total score of 500 and more were regarded as potential opinion leaders in public affairs. Thus a person who gave six *yes* responses on items 1, 3, 4, 5, 7 and 8 would have obtained a total score of 511 making him eligible as opinion leader.

(b) Identification of opinion leaders in educational matters and family planning

The procedures as explained above were repeated for educational matters and family planning. The descriptive statistics for these variables are provided in Figures 3.2 and 3.3.

In order to determine the percentage of potential opinion leaders in the above two topics the ratio of *yes* responses on public affairs to educational matters and public affairs to family planning were calculated through the following equations:

$$Re = \sum_{i=1}^{9} Y_i \,/\, \sum_{i=1}^{9} X_i \qquad \text{or} \qquad Re = 1/9 \sum_{i=1}^{9} \left(\frac{Y_i}{X_i}\right).$$

(Re = ratio of responses in the category *yes* where Y_i = the percentage of *yes* responses on educational matters and X_i = the percentage of *yes* responses on public affairs), and

$$Rf = \sum_{i=1}^{9} Z_i \,/\, \sum_{i=1}^{9} X_i \qquad \text{or} \qquad Rf = 1/9 \sum_{i=1}^{9} \left(\frac{Z_i}{X_i}\right).$$

(Rf = ratio of responses in the category *yes* where Z_i = percentage of *yes* and Z_i = the percentage of *yes* responses for family planning.)

EXAMPLE 2

IDENTIFYING OPINION LEADERS IN EDUCATIONAL MATTERS AND FAMILY PLANNING

To determine the number of potential opinion leaders in educational matters and family planning the ratio was calculated as follows: The percentages of each item on educational matters were added and the total divided by the total percentage of the nine items on public affairs, thus, $Re = \frac{288}{126} = 2,3$. A ratio of 1:2,3 and

$Rf = \frac{222}{126} = 1,8$. A ratio of 1:1,8.

The ratios that were calculated were 1:2,3 for public affairs to educational matters and 1:1,8 for public affairs to family planning. These calculations enabled the authors to anticipate that if 10 % of the sample might be potential opinion leaders in public affairs then 23 % and 18 % of the sample might be potential opinion leaders respectively in educational matters and family planning. The equations $Ole = 46 \times 2,3$ and $Olf = 46 \times 1,8$ enabled the authors to identify a number of potential opinion leaders in educational matters (106, 107*) and family planning (83) respectively.

The total score on educational matters and family planning was calculated for each of the respondents. The first 107* and 83 respondents respectively that obtained the highest score in the nine-item scale were regarded as potential opinion leaders for the two topics (Figures 3.2 and 3.3).

(2) Self-perception

Self-perception was used to obtain a more simplified way of applying the nine-item scale for the identification of opinion leaders in the field. To do this, a weight of 1 was given to each *yes* response on the nine items. In order to be identified as an opinion leader it was decided that a respondent had to be more than 65 % sure of his status as an opinion leader. A cut-off point of $\geq 6/9$ was therefore decided upon after the matter had been discussed with the ISR. The equation below was used in order to identify potential leaders.

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* 46 x 2,3 = 105,8 but the nearest total to 106 on the PROC UNIVARIATE scale was 107.

$$Sp = \sum_{i=1}^{9} I_i \quad (Sp = \text{self-perception rating and } I_i = \text{the nine items}).$$

This enabled the authors to identify 46, 115 and 83 respondents as potential opinion leaders in respectively public affairs, educational matters and family planning.

An association (contingency) table was compiled to determine the accuracy of the self-perception method compared to statistical weighting (Table 3.3 - 3.5). With x^2 values of 738,88 ($p < 0,001$); 707,05 ($p < 0,001$) and 753,19 ($p < 0,001$) for the three topics, it can be stated that the self-perception method is accurate to such a degree that it can be used with confidence to identify potential opinion leaders.

A close examination of the association (contingency) table (Table 3.3) indicates that the same 46 opinion leaders in public affairs were identified through statistical weighting and self-perception. This also held for the 83 opinion leaders in family planning (Table 3.5). With respect to educational matters the 107 opinion leaders identified through statistical weighting were also identified as opinion leaders through self-perception (107 out of 115) (Table 3.4).

The self-perception identification scale was used as an alternative to statistical weighting in order to determine its practicality and accuracy as a simplified method of identifying opinion leaders in the field.

3.3.3 Opinion seeker and avoider scales

With reference to the work of Wright and Cantor (1967) and Robinson (1976) another scale was developed to identify potential opinion seekers and avoiders. Two different scales were in effect developed: one for statistical weighting and one for self-perception. A set of items (questions) from the questionnaire were used for these scales. No scale was developed to identify the inactives, i.e. respondents not identified as opinion leaders, opinion seekers or opinion avoiders.

(1) The development of an opinion seeker/avoider scale through statistical weighting

Questions 33, 43, 45, 49 and 51 were used in the development of the scale. Questions 33 to 45 (three questions) consisted of one (1) item each. Questions 49a, 49b and 49c consisted of seven items for each of the three topics. Question 51a, 51b and 51c that consisted of a number of items each were reduced to a single value on the assumption that a respondent would either seek information from whoever possible, or not seek advice or information at all. Thus if Question 51a - 51c = 1 or more, then the value for the three questions was 1 each. (Each *yes* response was originally given a value of 1 and each *no* response a value of 0.) The 11-item opinion seeker/avoider scale was constructed as follows:

A frequency table was accordingly compiled (Table 3.6) and the percentages were used in equations (below) to determine the weight for each item:

$$W1 = \frac{10 - x}{10}$$

(W = weight of item; and x = percentage of *yes* and *mainly* responses for each item on the three topics separately: Questions 33, 43, 45, 49 and 51).

$$W2 = \frac{10 - x}{100}$$

(W = weight of item and x = percentage of responses on the category *sometimes* for each item of question 49 only.)

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TABLE 3.2

PERCENTAGE OF *YES* RESPONSES ON THE NINE-ITEM OPINION LEADERSHIP IDENTIFICATION SCALE WITH RESPECT TO PUBLIC AFFAIRS, EDUCATIONAL MATTERS AND FAMILY PLANNING

Items of scale		Public affairs	Educational matters	Family planning
1 During the past six months, has anyone asked you for information on any aspect of the following topics?	N	95	199	156
	%	21	45	35
2 During the past six months, have you purposely tried to influence other people in accepting your opinion on any of these topics?	N	75	154	121
	%	17	35	27
3 During the past six months, have you given other people information that was new to them on matters concerning any of these topics?	N	76	172	132
	%	17	39	30
4 Do you think that other people regard you as a reliable source of information on any of these topics?	N	49	137	108
	%	11	31	24
5 During the past six months, have people discussed their problems in respect of any of these topics with you?	N	97	201	166
	%	22	45	37
6 How often do people discuss their problems in respect of these topics with you?*	N	48	116	86
	%	11	26	19
8 Do you think that you know more about each of these topics than most people with whom you have daily contact at work?	N	40	93	76
	%	9	21	17
9 Do you think that you know more about each of these topics than most people with whom you have daily contact in Atteridgeville?	N	40	96	74
	%	9	22	17

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* See question 39 Appendix A.

TABLE 3.3

COMPARISON OF SELF-PERCEPTION TO STATISTICAL WEIGHTING WITH RESPECT TO OPINION LEADERS, OPINION SEEKERS, AVOIDERS AND INACTIVES REGARDING PUBLIC AFFAIRS

		Self-perception				
Statistical weighting		Opinion leaders	Opinion seekers	Opinion avoiders	Inactives	Total
Opinion leaders	N	46				46
	%	100				10,3
Opinion seekers	N		22		18	40
	%		68,8		14,8	9,0
Opinion avoiders	N			215	36	251
	%			87,4	29,5	56,3
Inactives	N		10	31	68	109
	%		31,3	12,6	55,7	24,4
TOTAL	N	46	32	246	122	446
	%	100	100,1	100	100	100

TABLE 3.4

COMPARISON OF SELF-PERCEPTION TO STATISTICAL WEIGHTING WITH RESPECT TO OPINION LEADERS, OPINION SEEKERS, AVOIDERS AND INACTIVES REGARDING EDUCATIONAL MATTERS

		Self-perception				
Statistical weighting		Opinion leaders	Opinion seekers	Opinion avoiders	Inactives	Total
Opinion leaders	N	107				107
	%	93,0				93,0
Opinion seekers	N	6	48		16	70
	%	5,2	60,8		18,6	15,7
Opinion avoiders	N			161	43	204
	%			97,0	50,0	45,7
Inactives	N	2	32	5	27	65
	%	1,7	39,2	3,0	31,4	14,6
TOTAL	N	115	79	166	86	446
	%	99,9	100	100	100	100

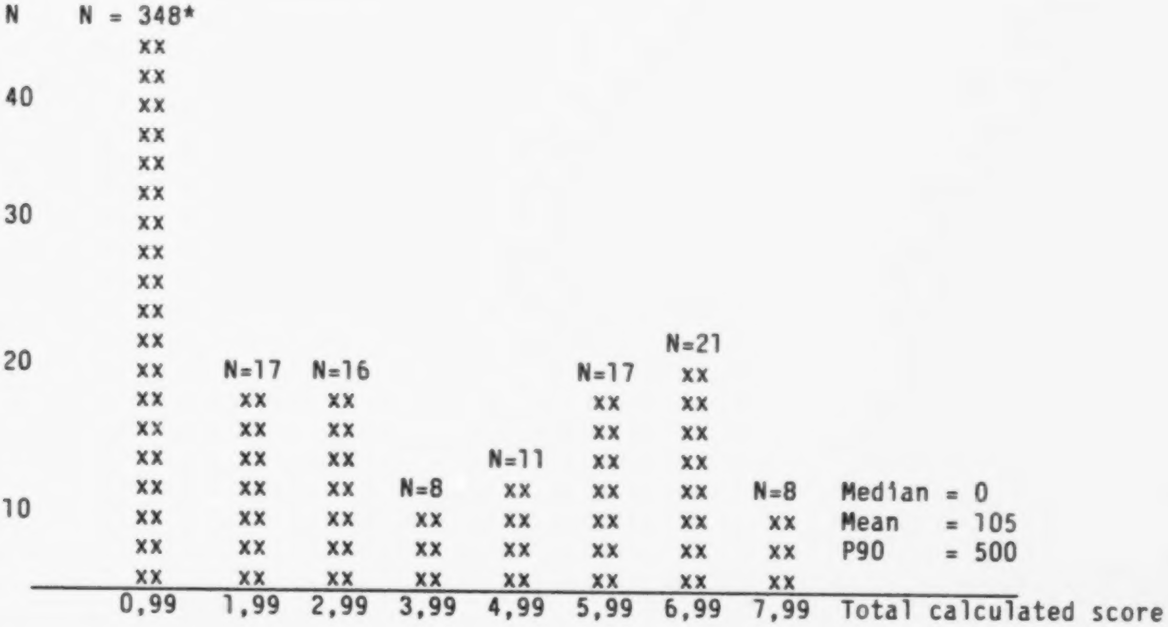
TABLE 3.5

COMPARISON OF SELF-PERCEPTION TO STATISTICAL WEIGHTING WITH RESPECT TO OPINION LEADERS, OPINION SEEKERS, AVOIDERS AND INACTIVES REGARDING FAMILY PLANNING

		Self-perception				
Statistical weighting		Opinion leaders	Opinion seekers	Opinion avoiders	Inactives	Total
Opinion leaders	N	83				83
	%	100				18,6
Opinion seekers	N		47		13	60
	%		61,8		18,8	13,4
Opinion avoiders	N		1	201	29	231
	%		1,3	92,2	42,0	51,8
Inactives	N		28	17	27	72
	%		36,8	7,8	39,1	16,1
TOTAL	N	83	76	218	69	446
	%	100	99,9	100	99,9	99,9

FIGURE 3.1

TOTAL CALCULATED SCORE OF RESPONDENTS ON THE OPINION LEADERSHIP SCALE WITH RESPECT TO PUBLIC AFFAIRS

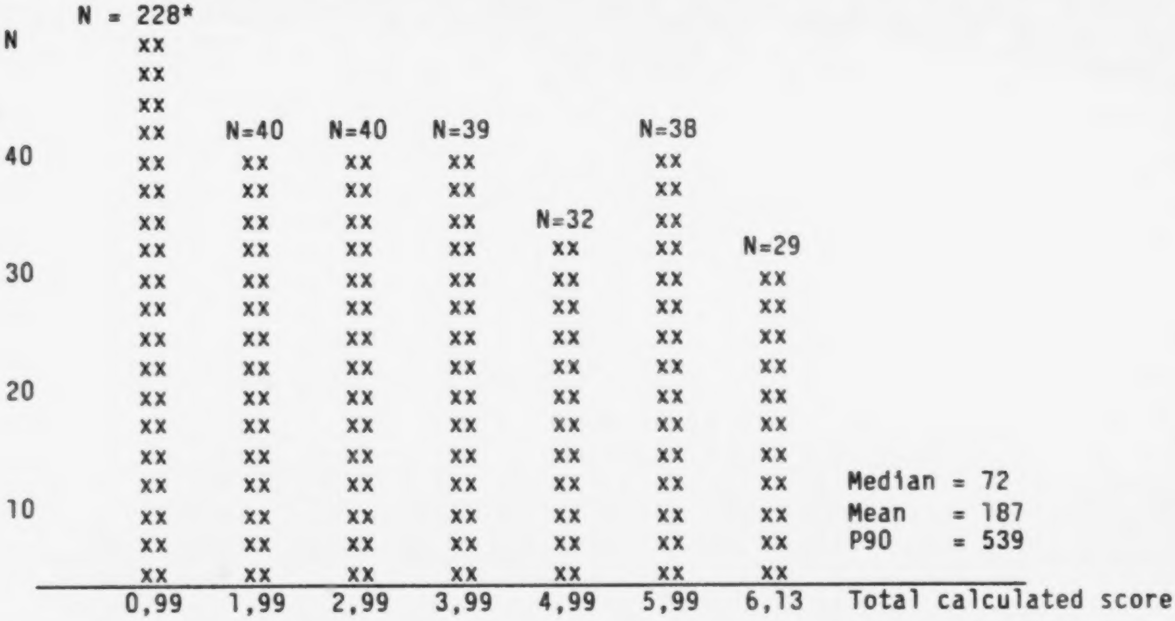


Median = 0
Mean = 105
P90 = 500

* 302 respondents obtained a score of 0 on the nine-item scale.

FIGURE 3.2

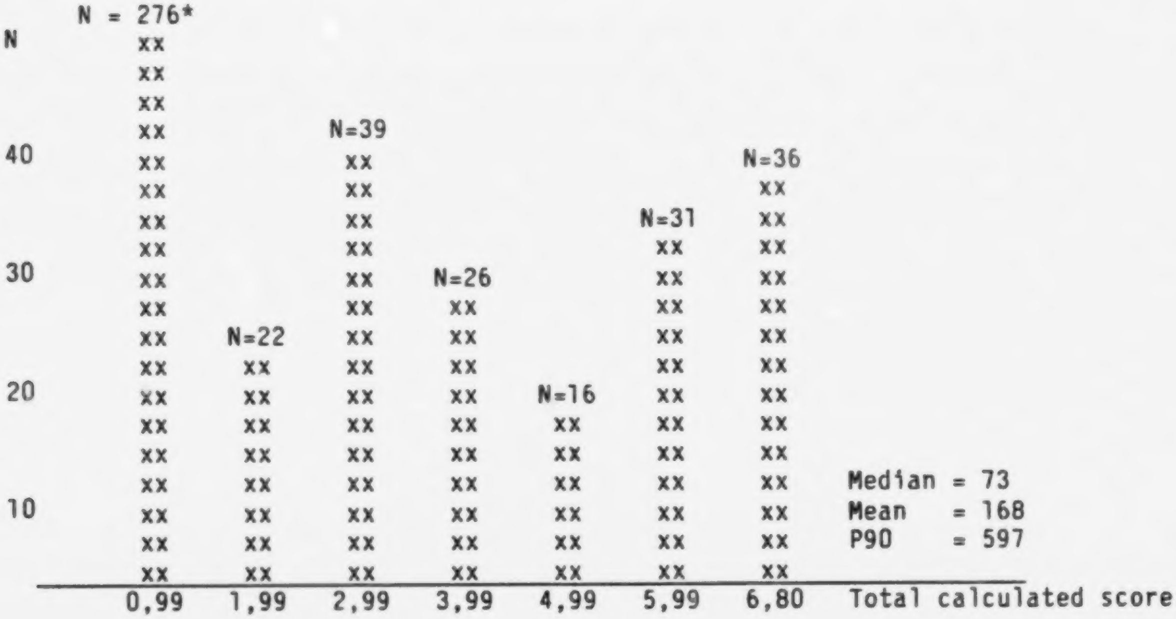
TOTAL CALCULATED SCORE OF RESPONDENTS ON THE OPINION LEADERSHIP SCALE WITH RESPECT TO EDUCATIONAL MATTERS



* 204 respondents scored 0 on the nine-item identification scale.

FIGURE 3.3

TOTAL CALCULATED SCORE OF RESPONDENTS ON THE OPINION LEADERSHIP SCALE WITH RESPECT TO FAMILY PLANNING



* 253 respondents scored 0 on the nine-item identification scale.

No *uncertain* responses were recorded for Questions 33, 43, 45 and 51 (items 1 - 4 Table 3.6).

All *no* or *never* responses were given a weight of 0 (Questions 33, 43, 45, 49 and 51). The total weight for the 11-item identification scale was then calculated through the following equation:

$$Tw = \sum_{i=1}^{11} W1_i + \sum_{j=1}^{7} W2_j$$

(Tw = total weight of scale;
W1 = weight per item on *yes* responses;
W2 = weight per item on *sometimes* responses.)

(a) Application of opinion seeker/avoider scale with respect to public affairs

This scale was applied to the rest of the sample (excluding opinion leaders) in order to identify any potential opinion seekers/avoiders. With the use of the PROC UNIVARIATE computer program the mean, median, quantiles and percentiles were calculated for the variable Tw (public affairs). The 90th percentile was used as cut-off point which enables the authors to identify 40 respondents (10 % of the rest of the sample) with a value $\geq$ 4,59 as potential opinion seekers.

The mean (1,97) was used as cut-off point in order to identify any opinion avoiders, i.e. respondents with a total score of $\leq$ 1,97 (respondents less active than the average person in seeking advice or information on public affairs). With the help of this scale 251 respondents were thus identified as opinion avoiders (Figure 3.4). The respondents not identified as opinion leaders, opinion seekers or avoiders were categorized as communication inactives or latent communicators (total score $\geq$ 1,97 and $\leq$ 4,59).

(b) Application of the opinion seeker/avoider scale with respect to educational matters and family planning

The procedure as explained above were repeated for educational and family planning matters (Figures 3.5 and 3.6). The ratio of public affairs to education to public affairs and public affairs to family planning was accordingly calculated, using the following equations:

$$Res = \sum_{i=1}^{11} \frac{Ed_i}{p_i}$$

(Res = ratio of public affairs to educational matters;
Ed_i = percentage recorded on the 11 items with respect to educational matters;
p_i = percentage recorded on the 11 items with respect to public affairs.)

$$Rfs = \sum_{i=1}^{11} \frac{F_i}{P_i}$$

(Rfs = ratio of public affairs to family planning;
F_i = percentage recorded on the 11 items with respect to family planning.)

The ratios 1:1,8 and 1:1,5 were obtained for respectively public affairs to education and public affairs to family planning. These ratios were then used to determine the percentage of potential opinion seekers in educational matters and family planning. The following procedures were followed:

Ose = 40 x 1,8 (Ose = opinion seekers in educational matters);
Osf = 40 x 1,5 (Osf = opinion seekers in family planning).

Thus 72 (16 %) and 60 (13,5 %) respondents with the highest possible score on the 11-item scale were identified as potential opinion seekers (Figures 3.5 and 3.6).

The mean (1,82 and 1,56) was used to identify potential opinion avoiders in respectively educational matters and family planning. Thus 204 respondents were identified as opinion avoiders in educational matters and 231 in family planning (Figures 3.5 and 3.6). The rest of the sample (respondents not identified as opinion leaders, seekers or avoiders) were categorized as communication inactives.

TABLE 3.6

FREQUENCY TABLE OF RESPONSES ON THE 11-ITEM OPINION SEEKER/AVOIDER IDENTIFICATION SCALE

	Item		Public affairs		Education		Family planning	
			Yes	*No*	*Yes*	*No*	*Yes*	*No*
1	During the past six months, have you discussed any aspect of these topics with anyone?	N	121	325	230	216	180	266
		%	27	72	52	48	40	60
2	During the past six months, have you asked other people for their opinion on matters concerning each of these topics?	N	86	360	191	255	149	297
		%	19	81	43	57	33	67
3	During the past six months, have you asked anyone for advice when you had to make an important decision on a problem concerning each of these topics?	N	80	366	187	259	150	296
		%	18	82	42	58	34	66
4	During the past six months, have you been to any of the people mentioned, for advice on matters concerning each of these topics?	N	119	327	37	209	212	234
		%	27	73	53	47	48	52

(Table continue)

TABLE 3.6 (CONTINUED)

FREQUENCY TABLE OF RESPONSES ON THE 11-ITEM OPINION SEEKER/AVOIDER IDENTIFICATION SCALE

Item		Public affairs			Educational matters			Family planning		
5 Do you keep yourself informed on new developments, new ideas, etc. in matters concerning each of these topics by:		*Mainly*	*Sometimes*	*Never*	*Mainly*	*Sometimes*	*Never*	*Mainly*	*Sometimes*	*Never*
(a) asking other people: friends, family, co-workers, etc.?	N	69	111	266	104	110	232	95	96	255
	%	15	25	60	23	25	52	21	22	57
(b) listening to specific radio programmes?	N	114	104	228	147	114	185	97	108	241
	%	26	23	51	33	26	41	22	24	54
(c) watching television?	N	105	71	270	111	78	257	79	61	306
	%	24	16	61	25	17	58	18	14	69
(d) reading the newspapers?	N	125	70	251	140	82	224	102	73	271
	%	28	16	56	31	18	50	23	16	61
(e) reading specific articles in magazines or journals?	N	76	79	291	102	81	263	79	66	301
	%	17	18	65	23	18	59	18	15	67
(f) reading any other printed material?	N	54	54	338	63	64	319	58	49	339
	%	12	12	76	14	14	72	13	11	76
(g) attending meetings?	N	45	38	363	58	30	358	41	22	383
	%	10	9	81	13	7	80	9	5	86

FIGURE 3.4

TOTAL CALCULATED SCORE OF RESPONDENTS ON THE OPINION SEEKER AND AVOIDER SCALE WITH RESPECT TO PUBLIC AFFAIRS

```
N   N = 176
         xx
         xx     N=76    N=74
         xx      xx      xx
         xx      xx      xx
40       xx      xx      xx
         xx      xx      xx
         xx      xx      xx
         xx      xx      xx     N=29
30       xx      xx      xx      xx
         xx      xx      xx      xx
         xx      xx      xx      xx
         xx      xx      xx      xx
20       xx      xx      xx      xx
         xx      xx      xx      xx
         xx      xx      xx      xx     N=13    N=13
         xx      xx      xx      xx      xx      xx     N=9                     Median = 1,4
10       xx      xx      xx      xx      xx      xx      xx             N=7     Mean   = 1,97
         xx      xx      xx      xx      xx      xx      xx     N=3      xx     P90    = 4,59
         xx      xx      xx      xx      xx      xx      xx      xx      xx
      ------------------------------------------------------------------------------------
        0,99    1,99    2,99    3,99    4,99    5,99    6,99    7,99    8,99    score
```

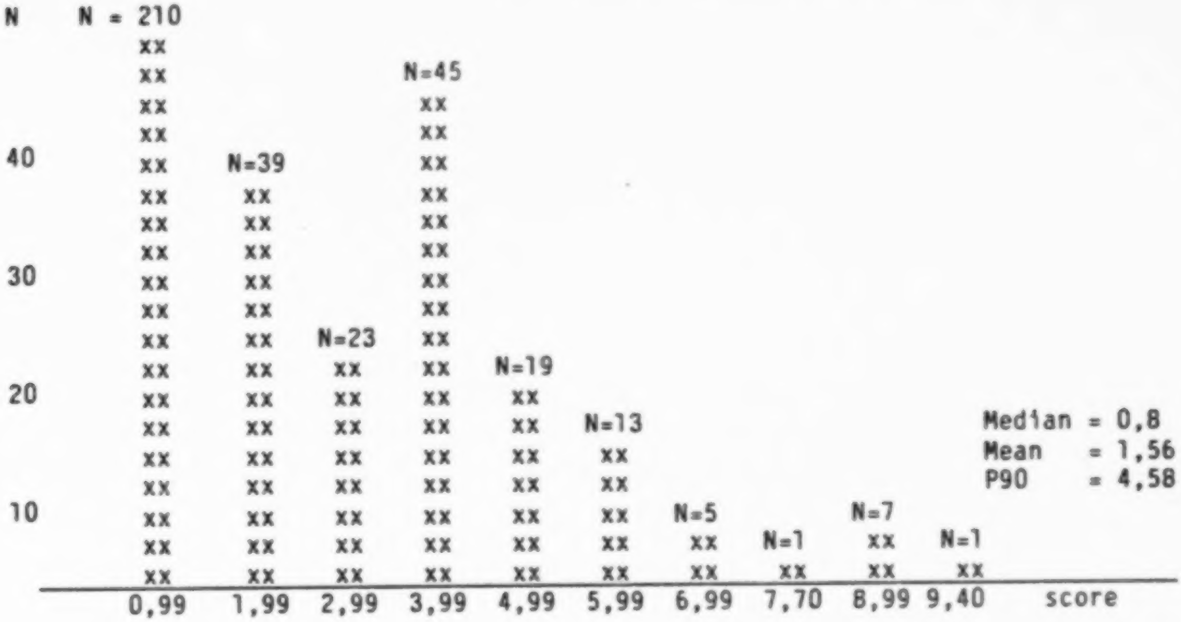
FIGURE 3.5

TOTAL CALCULATED SCORE OF RESPONDENTS ON THE OPINION SEEKER AND AVOIDER SCALE WITH RESPECT TO EDUCATIONAL MATTERS

```
N   N = 166
         xx             N=48
         xx              xx
         xx     N=42     xx
         xx      xx      xx
40       xx      xx      xx
         xx      xx      xx
         xx      xx      xx
         xx      xx      xx     N=28
30       xx      xx      xx      xx
         xx      xx      xx      xx     N=23
         xx      xx      xx      xx      xx
         xx      xx      xx      xx      xx
20       xx      xx      xx      xx      xx
         xx      xx      xx      xx      xx     N=14
         xx      xx      xx      xx      xx      xx             N=10
         xx      xx      xx      xx      xx      xx              xx             Median = 1,27
10       xx      xx      xx      xx      xx      xx     N=6      xx             Mean   = 1,82
         xx      xx      xx      xx      xx      xx      xx      xx     N=2     P90    = 4,79
         xx      xx      xx      xx      xx      xx      xx      xx      xx
      ------------------------------------------------------------------------------------
        0,99    1,99    2,99    3,99    4,99    5,99    6,99    7,99    8,99    score
```

FIGURE 3.6

TOTAL CALCULATED SCORE OF RESPONDENTS ON THE OPINION SEEKER/AVOIDER SCALE WITH RESPECT TO FAMILY PLANNING



(2) The development of an opinion seeker/avoider scale through self-perception

In developing the self-perception identification scale with respect to opinion seekers/avoiders two rationales were applied:

The first rationale constituted a six-item scale that was used to identify opinion seekers. This scale consisted of Questions 33, 43, 44, 45 and 49 (item 1 only) and 51 (reconstructed: p. 26 + 31). Each *yes* or *mainly* response was given a value of 1 and *no, never* or *uncertain* a value of 0. In order to be identified as an opinion seeker a respondent had to obtain a total score of ≥ 4/6 on the six-item scale.

With the opinion leaders having been identified and thus excluded, 32, 79 and 76 respondents were identified as opinion seekers in respectively public affairs, educational matters and family planning.

The second rationale consisted of a 17-item scale (public affairs and family planning) and a 15-item scale (educational matters) to identify potential opinion avoiders in the three topics within the sample. The scale of 15 items for educational matters was developed from Questions 33, 43, 45, 49 (7 items) and 51 (5 items). The scale consisted of 17 items for public affairs and family planning and was developed from Questions 33, 43, 45, 49 (7 items) and 51 (7 items). The scale was utilized as follows:

All *no* or *never* responses were given a value (weight) of 1. A value of 0 was given to all *yes, mainly, sometimes* and *uncertain* responses. This meant that a respondent with a score of $\geq$ 12/17 (public affairs and family planning) and $\geq$ 11/15 (educational matters) could be potential opinion avoiders. The rationale for opinion avoiding was thus based on the percentage of *no* responses on the 17-item or 15-item scale. This formula enabled the authors to identify 246, 218 and 166 respondents from the sample as opinion avoiders in respectively public affairs, education and family planning. The remainder of the sample was categorized as inactives.

The association (contingency) tables (Table 3.3 - 3.5) indicated a strong association between respondents identified as seekers and avoiders through the two methods.

3.4 STATISTICAL ANALYSIS OF THE DATA

Several inferential and descriptive statistical methods were used to analyse the data.

3.4.1 Descriptive statistics

(1) Frequency tables were compiled on all the questions in order to gain insight in the data. This information was used to determine which statistical methods could be used to process the data.

(2) PROC UNIVARIATE

A total score was calculated for each of the respondents on the various scales in order to determine a scale rating for each respondent. Other descriptive statistics were obtained, namely the mean, median, quantiles and percentiles. The PROC UNIVARIATE program was used to determine the most applicable cut-off points in order to identify any potential opinion leaders, seekers, avoiders and inactives.

3.4.2 Inferential statistics

(1) CHAID-analysis

The CHAID-program developed by Kass (Du Toit, Stumpf 1982) to investigate structural relationships between qualitative variables, was used as an exploratory technique to analyse the data. The technique is based upon an automatic interaction detection procedure according to which the variation in the dependent variable, e.g. Y, can be predicted by independent variables (predictors). The variables that account for the variation identified by Y can be used in further analyses. The CHAID-analysis can also be used to detect any interaction between independent variables (Du Toit, et al. 1982). The output of the CHAID-program is used to construct a dendrogram from which the relevant predictors can be identified.

Two statistical criteria are used in a CHAID-analysis:

(a) The x^2-statistic derived from (r X c) contingency tables where r indicates the number of categories of Y and C the number of categories of the predictor, and

(b) the Bonferroni intervals for the level of significance of the test. A 100 (1-x) % Bonferonni interval is calculated by determining the critical values of the particular test statistic at a level of significance of X/B (Du Toit, et al. 1982). The critical Bonferroni interval value used in this study was at the 1 % level (0,01) of significance.

(2) The log linear model analysis

The BMDP computer programme P4F was used to analyse the data in a SAS data set and to print the results in a multiway or two-way contingency table. The program was used to analyse the data in order to determine the degree of association between the independent and dependent variable(s).

The analysis is based on the fitting of a hierarchical log linear model to the cell frequencies, when using a two-way contingency table.

The critical values of the standardized normal distribution were $\leq \pm$ 1,96 at the 5 % level of significance. If all the residuals (standardized) fall within this interval ($\leq \pm$ 1,96), this is an indication of the goodness of the fit of the model. Residuals falling outside the interval value indicate possible statistically significant differences between the various categories or levels in the table. Further analyses can be done by estimating the parameters that appear in the model and calculating their standardized values. All residuals of the log-linear parameter estimates (Lamdba) falling outside the normal interval value ($\geq \pm$ 2,58) are statistically significantly different (Du Toit, Stumpf 1982).

(3) Univariate analysis of variance (ANOVA)

Analysis of variance is a technique that is used to compare the means of a number of subpopulations. ANOVA was used to examine the interactions between the subpopulation group's means with respect to certain independent variables such as differences in the time spent watching television between opinion leaders and non-leaders. In this research and for analysing purposes, opinion leadership in public affairs, educational matters and family planning were used as the independent variables with each consisting of four categories, opinion leaders, opinion seekers, opinion avoiders and inactives.

Dependent variables with ordinal scale values, e.g. average television viewing time and time spent reading newspapers, were used in the analyses.

The Duncan multiple comparison of means procedure was applied in order to determine whether the differences in the means of the subpopulation groups were statistically significant. The group means for each variable are arranged in order from large to small. The test is performed for each variable, using the error mean square, error degrees of freedom and the F-value specified (SAS USER'S GUIDE 1982 : 245 - 255). The analyses were performed with the SAS procedure GLM with the Duncan multiway range test as an option.

3.5 DATA PROCESSING

The data were processed for males and females jointly despite an uneven survey sample of 146 male and 300 females. A CHAID-analysis that was performed indicated that *sex* did not account for the variation in opinion leadership with respect to the three topics.

4. HYPOTHESIS TESTING AND FINDINGS

4.1 HYPOTHESIS 1: MASS MEDIA EXPOSURE

4.1.1 Opinion leadership and newspaper reading

Previous research indicated that opinion leaders read more newspapers than non-leaders (Katz, Lazarsfeld 1955). In order to test the hypothesis the respondents were asked to indicate how much time a day they spent reading newspapers. A value (weight) of 0,5 and 1,5 was given respectively to the categories *less than half an hour* and *more than half an hour* a day. The category *do not read* or *cannot read* was given a weight of 0. The ANOVA and Duncan procedures were used to analyse the data with regard to the independent variables, i.e. opinion leadership in public affairs, educational matters and family planning, each variable consisting of four categories: opinion leaders, opinion seekers, opinion avoiders and inactives.

The results (Figures 4.1 to 4.3) indicate that opinion leaders on average spent more time reading newspapers than opinion seekers and avoiders, but not more than the inactives.

4.1.2 Opinion leadership and radio exposure

Subsequent studies (e.g. Lazarsfeld, Berelson, Gaudet 1948) reported that the radio was a particularly important source of information and that opinion leaders made more use of the radio than non-leaders.

The respondents were asked to indicate which radio station they preferred listening to and how much time a day they spent listening to radio programmes (Appendix A: Question 27). Each category was awarded a specific weight which reflects the average time for each category. These weights were then calculated in order to obtain the average number of hours a day a respondent spent listening to radio programmes. The weights given were:

0,5 for *less than an hour;*
2,0 for *one to three hours,* and
4,0 for *three hours and more.*

The equation below was used to calculate the total listening hours:

$$Rt = \sum_{i=1}^{8} R_i$$

(with Rt = total listening time; and
R_i = value of each category for every radio station.)

Rt was accordingly recoded into four time categories:

Rt = 0 - 4 hours then Rt = 1;
Rt = 4,5 - 8 hours then Rt = 2;
Rt = 8,5 - 12 hours then Rt = 3;
Rt $\geq$ 12,5 hours then Rt = 4.

The log linear model procedure (BMDP-P4F) was used to analyse the data. The results indicate that there may be a significant positive association between opinion leaders and radio exposure. It is possible to infer from the tables that opinion leaders for public affairs, educational matters and family planning on average spent more time listening to radio programmes than non-leaders (Table 4.1 - 4.3).

4.1.3 Opinion leadership and television exposure

Previous major studies that examined opinion leadership and mass media exposure were conducted before television had been established as a major source of information in general and political campaigns in particular. The results also indicate that people who are highly exposed to one medium also tend to be highly exposed to other media (Anderson, Garrison 1978). It therefore seems logical to assume that opinion leaders may also be more exposed to television than non-leaders.

For the purpose of this study respondents were asked to indicate how much time a day they spent watching television on the two channels respectively. The four categories of Question 29 (Appendix A) were given the following weights:

(1) *Do not watch television*: 0,0;
(2) *less than an hour* : 0,5;
(3) *one to three hours* : 2,0;
(4) *three hours and more* : 4,0.

The total viewing time for each respondent was subsequently calculated for both television services, i.e. TV1 and TV2/3, using the following equation:

$$Tt1 = \sum_{i=1}^{7} Tv_i \qquad (Tt1 = \text{total viewing time - TV1, and } Tv_i = \text{weight of each category.})$$

The data were analysed with the ANOVA-Duncan program and the results indicated the following tendencies: Opinion leaders for public affairs and educational matters do not differ from inactives and opinion seekers with respect to television exposure (TV1 and TV2/3). Opinion leaders, however, differ statistically significantly from opinion avoiders for all three topics in question with respect to both television channels. The tendency for opinion leaders to differ from opinion seekers with respect to family planning was also observed (Tables 4.4 - 4.9; Figures 4.4 and 4.5).

4.1.4 Opinion leadership and magazine reading

Results of a number of studies (Menzel, Katz 1950, Katz, Lazarsfeld 1955) confirmed that opinion leaders read more magazines and journals than non-leaders.

One question was used to determine whether opinion leaders were indeed more exposed to magazines and journals than non-leaders. Respondents were asked to indicate whether they read any magazines or journals *often*, or *whether they do not read* or *cannot read* (Appendix A : Question 47). A log linear analysis was done to analyse the data.

The following comments may be justified with respect to the results obtained from the analysis: From the standardized residuals it appears that opinion leaders may not show a meaningful association with the categories in public affairs. There also appears to be some grounds for assuming that the opinion avoiders are positively associated with the categories *cannot read* and *do not read*, whereas the inactives are negatively associated with the same categories. The results furthermore indicate that opinion leaders may be negatively associated with the two categories *cannot read* and *do not read* (Table 4.10).

From the standardized residuals it also appears that the tendencies observed with respect to public affairs were also applicable to educational matters and family planning. It is important to note that opinion avoiders seem to be negatively associated with the category *yes* (Tables 4.11 and 4.12).

From the results it can be seen that the model of independence fails not only in respect of the fit of a single cell but due to the fit in six or more of the 12 cells regarding each topic separately.

4.1.5 Conclusion

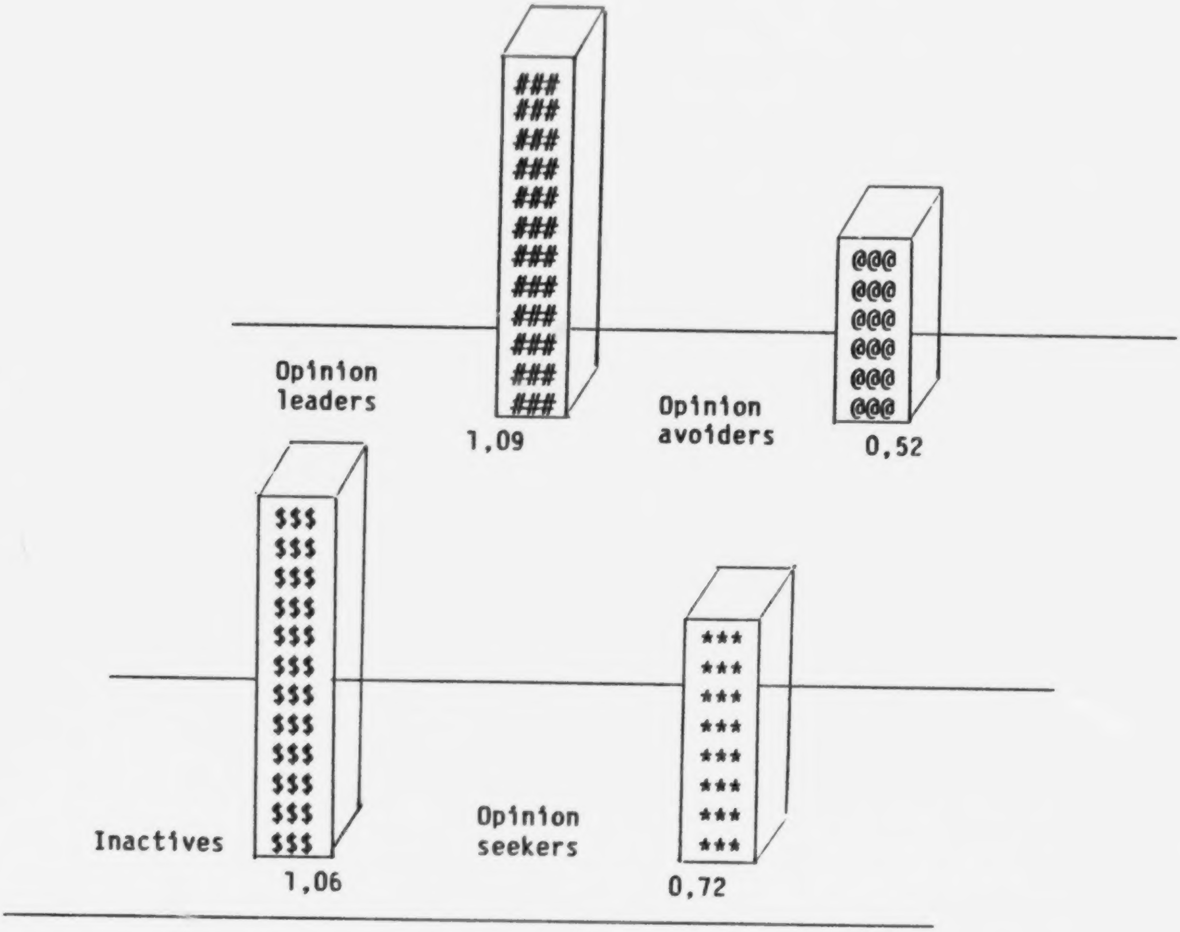
When considering the results from the analyses in the four different independent variables, it is evident that opinion leaders may probably be more exposed to mass media than non-leaders and opinion avoiders in particular. No significant difference exists between opinion leaders and inactives, the latter being latent leaders or seekers though.

These findings seem to support the results of previous studies that inactives and opinion seekers participate as actively in the communication system as opinion leaders (Wright, Cantor 1967, Fauconnier 1973 and Robinson 1976).

Although no distinct significant difference exists between opinion leaders, seekers and inactives, one can however assume that the findings are more in support of the alternative hypothesis than the null hypothesis: Opinion leaders in Atteridgeville are more exposed to mass media messages than opinion seekers, avoiders and inactives. The null hypothesis is therefore rejected with respect to the difference between opinion leaders and opinion avoiders.

FIGURE 4.1

BLOCK CHART OF DIFFERENCES IN AVERAGE TIME A DAY SPENT READING NEWSPAPERS BETWEEN OPINION LEADERS, OPINION SEEKERS, AVOIDERS AND INACTIVES WITH RESPECT TO PUBLIC AFFAIRS

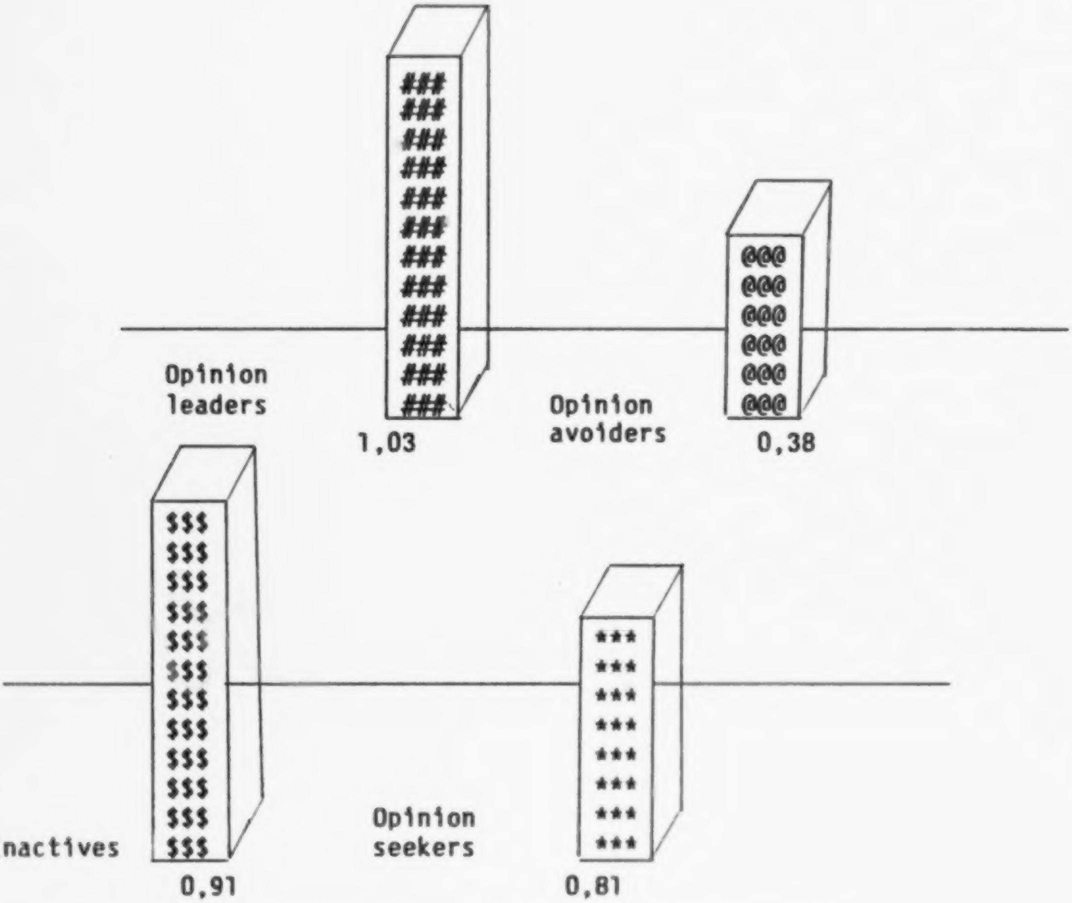


D.O.F. = 3 & 442
F-value = 26,83

P > F: < 0,0001

FIGURE 4.2

BLOCK CHART OF DIFFERENCES IN AVERAGE TIME A DAY SPENT READING NEWSPAPERS BETWEEN OPINION LEADERS, OPINION SEEKERS, AVOIDERS AND INACTIVES WITH RESPECT TO EDUCATIONAL MATTERS

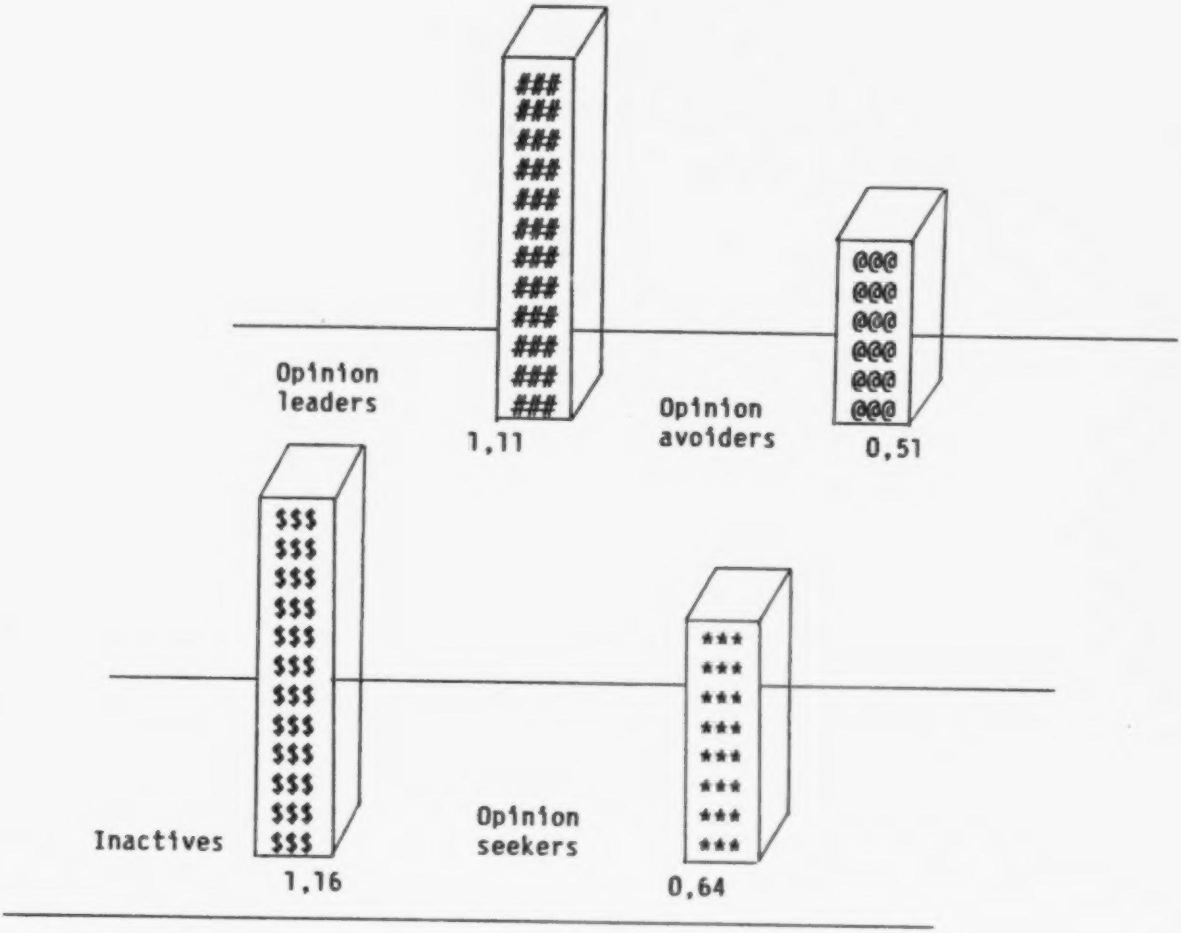


D.O.F. = 3 & 442
F-value = 32,5

P > F: < 0,0001

FIGURE 4.3

BLOCK OF CHART DIFFERENCES IN AVERAGE TIME A DAY SPENT READING NEWSPAPERS A DAY BETWEEN OPINION LEADERS, OPINION SEEKERS, AVOIDERS AND INACTIVES WITH RESPECT TO FAMILY PLANNING



D.O.F. = 3 & 442
F-value = 33,11

P > F: < 0,0001

TABLE 4.1

A LOG LINEAR ANALYSIS: AVERAGE TIME SPENT LISTENING TO RADIO PROGRAMMES WITH RESPECT TO OPINION LEADERSHIP IN PUBLIC AFFAIRS

		Time intervals (hours per week)				Total
		0-4	4,5-8	8,5-12	12	
Opinion leaders	N	27	10	4	5	46
	R	-0,5	-0,5	1,0	2,9	
Opinion seekers	N	19	9	3	1	32
	R	0,4	0,3	1,0	-0,2	
Opinion avoiders	N	177	50	10	8	245
	R	1,7	-1,6	-1,1	-1,3	-1
Inactives	N	61	45	8	8	122
	R	-1,9	2,5	0,4	0,8	
TOTAL		248	114	25	22	445
Pearson x^2		25.19	D.O.F. = 9		P = 0,0028	

TABLE 4.2

A LOG LINEAR ANALYSIS: AVERAGE TIME SPENT LISTENING TO RADIO PROGRAMMES WITH RESPECT TO OPINION LEADERSHIP IN EDUCATIONAL MATTERS

		Time intervals (hours per week)				Total
		0-4	4,5-8	8,5-12	12	
Opinion leaders	N	66	23	9	9	105
	R	-0,9	-1,2	1,0	4,5	-10
Opinion seekers	N	46	29	4	0	79
	R	0,7	1,9	-0,1	-1,8	
Opinion avoiders	N	121	38	3	4	166
	R	1,5	-0,7	-2,1	-1,5	
Inactives	N	52	24	9	1	86
	R	-0,4	0,4	1,9	-1,5	
TOTAL		285	114	25	12	436
Pearson x^2		46,29	D.O.F. = 9		P = 0,000	

TABLE 4.3

A LOG LINEAR ANALYSIS: AVERAGE TIME SPENT LISTENING TO RADIO PROGRAMMES WITH RESPECT TO OPINION LEADERSHIP IN FAMILY PLANNING

		Time intervals (hours per week)				Total
		0-4	4,5-8	8,5-12	12	
Opinion leaders	N	43	23	9	7	82
	R	-1,4	-0,3	1,1	4,2	-1
Opinion seekers	N	47	16	6	2	71
	R	-0,3	0,4	0,9	-0,8	-5
Opinion avoiders	N	159	47	7	5	218
	R	1,7	-1,2	-1,5	-1,8	
Inactives	N	36	26	5	2	69
	R	1,3	2,0	0,6		
TOTAL		285	112	27	16	440
Pearson	x^2 = 39,01			D.O.F. = 9	P = 0,000	

TABLE 4.4

DIFFERENCES IN AVERAGE TIME A WEEK SPENT WATCHING TELEVISION ON TV1 BETWEEN OPINION LEADERS, SEEKERS, AVOIDERS AND INACTIVES IN PUBLIC AFFAIRS (ANOVA-DUNCAN ANALYSIS)

Population subgroups	Mean	Grouping	N
Inactives	7,83	A	122
Opinion leaders	7,26	A	46
Opinion seekers	5,51	A/B	32
Opinion avoiders	3,26	B	246
F-value = 11,32 P > F < 0,0001	D.O.F. = 3 & 442		

TABLE 4.5

DIFFERENCES IN AVERAGE TIME A WEEK SPENT WATCHING TELEVISION ON TV1 BETWEEN OPINION LEADERS, SEEKERS, AVOIDERS AND INACTIVES IN EDUCATIONAL MATTERS (ANOVA-DUNCAN ANALYSIS)

Population subgroups	Mean	Grouping	N
Inactives	7,25	A	86
Opinion leaders	6,70	A	115
Opinion seekers	5,78	A	79
Opinion avoiders	2,51	B	166
F-value = 10,56 P > F: < 0,0001	D.O.F. = 3 & 442		

TABLE 4.6

DIFFERENCES IN AVERAGE TIME A WEEK SPENT WATCHING TELEVISION ON TV1 BETWEEN OPINION LEADERS, SEEKERS, AVOIDERS AND INACTIVES IN FAMILY PLANNING (ANOVA-DUNCAN ANALYSIS)

Population subgroups	Mean	Grouping	N
Inactives	7,84	A	69
Opinion leaders	7,78	A	83
Opinion seekers	4,34	B	76
Opinion avoiders	3,44	B	218
F-value = 10,52 P > F: < 0,0001	D.O.F. = 3 & 442		

66

TABLE 4.7

DIFFERENCES IN AVERAGE TIME A WEEK SPENT WATCHING TELEVISION ON TV2/3 BETWEEN OPINION LEADERS, SEEKERS, AVOIDERS AND INACTIVES IN PUBLIC AFFAIRS (ANOVA-DUNCAN ANALYSIS)

Population subgroups	Mean	Grouping	N
Opinion leaders	10,55	A	46
Inactives	8,31	A/B	122
Opinion seekers	5,78	B	32
Opinion avoiders	4,95	B	246
F-value = 7,33 P > F: < 0,0001	D.O.F. = 3 & 442		

TABLE 4.8

DIFFERENCES IN AVERAGE TIME A WEEK SPENT WATCHING TELEVISION ON TV2/3 BETWEEN OPINION LEADERS, SEEKERS, AVOIDERS AND INACTIVES IN EDUCATIONAL MATTERS (ANOVA-DUNCAN ANALYSIS)

Population subgroups	Mean	Grouping	N
Inactives	8,50	A	86
Opinion leaders	8,11	A	115
Opinion seekers	5,94	A/B	79
Opinion avoiders	4,62	B	166
F-value = 5,12 P > F: < 0,00019	D.O.F. = 3 & 442		

TABLE 4.9

DIFFERENCES IN AVERAGE TIME A WEEK SPENT WATCHING TELEVISION ON TV2/3 BETWEEN OPINION LEADERS, SEEKERS, AVOIDERS AND INACTIVES IN FAMILY PLANNING (ANOVA-DUNCAN ANALYSIS)

Population subgroups	Mean	Grouping	N
Opinion leaders	9,01	A	83
Inactives	7,91	A/B	69
Opinion seekers	6,28	B	76
Opinion avoiders	5,19	B	218
F-value = 4,24 P > F: < 0,0059		D.O.F. = 3 & 442	

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FIGURE 4.4

BLOCK CHART OF DIFFERENCES IN AVERAGE TELEVISION-VIEWING HOURS A WEEK BETWEEN OPINION LEADERS, SEEKERS, AVOIDERS AND INACTIVES IN PUBLIC AFFAIRS, EDUCATIONAL MATTERS AND FAMILY PLANNING: TV1

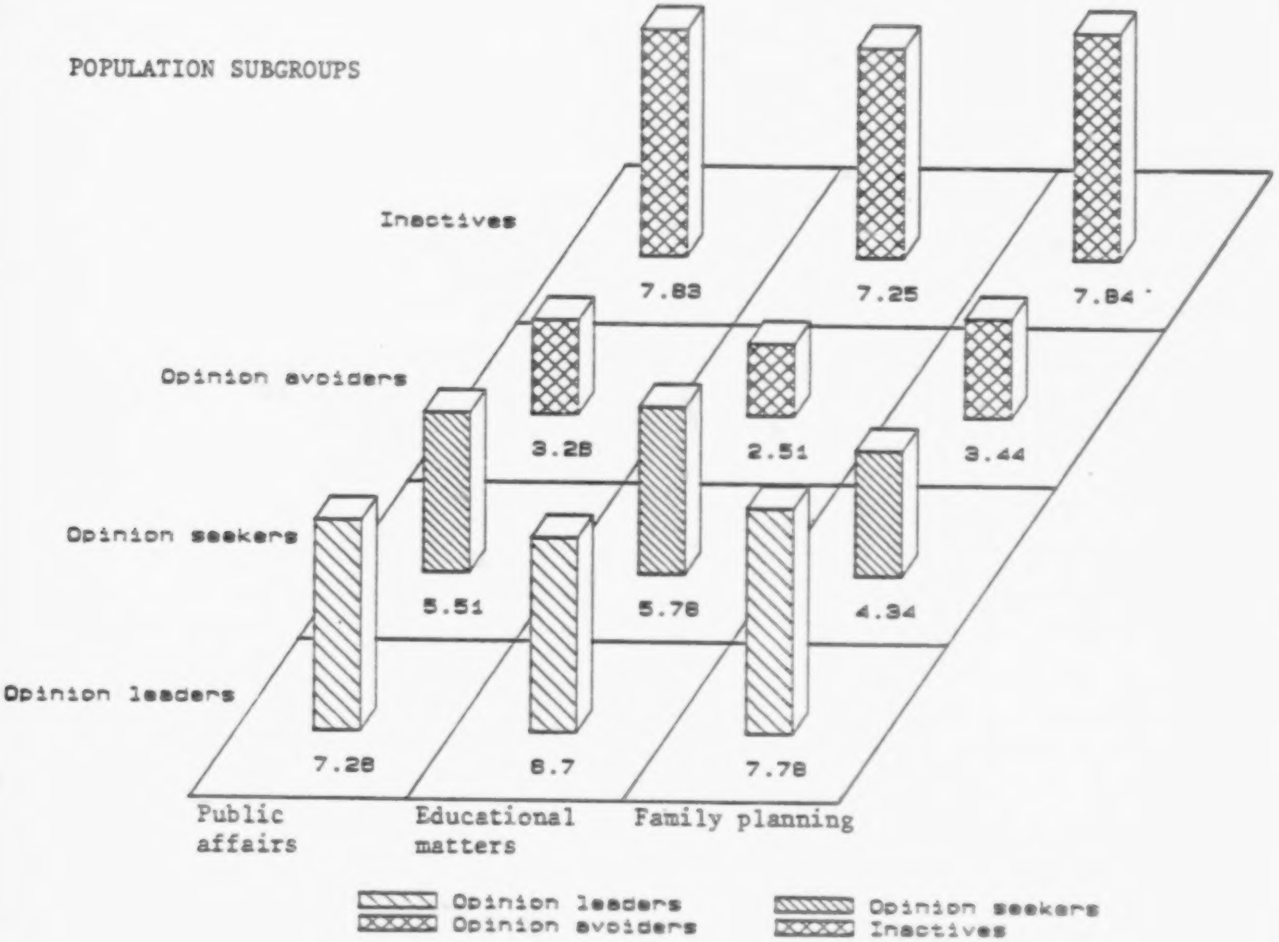

FIGURE 4.5

BLOCK CHART OF DIFFERENCES IN AVERAGE TELEVISION-VIEWING HOURS A WEEK BETWEEN OPINION LEADERS, SEEKERS, AVOIDERS AND INACTIVES IN PUBLIC AFFAIRS, EDUCATIONAL MATTERS AND FAMILY PLANNING: TV2/3

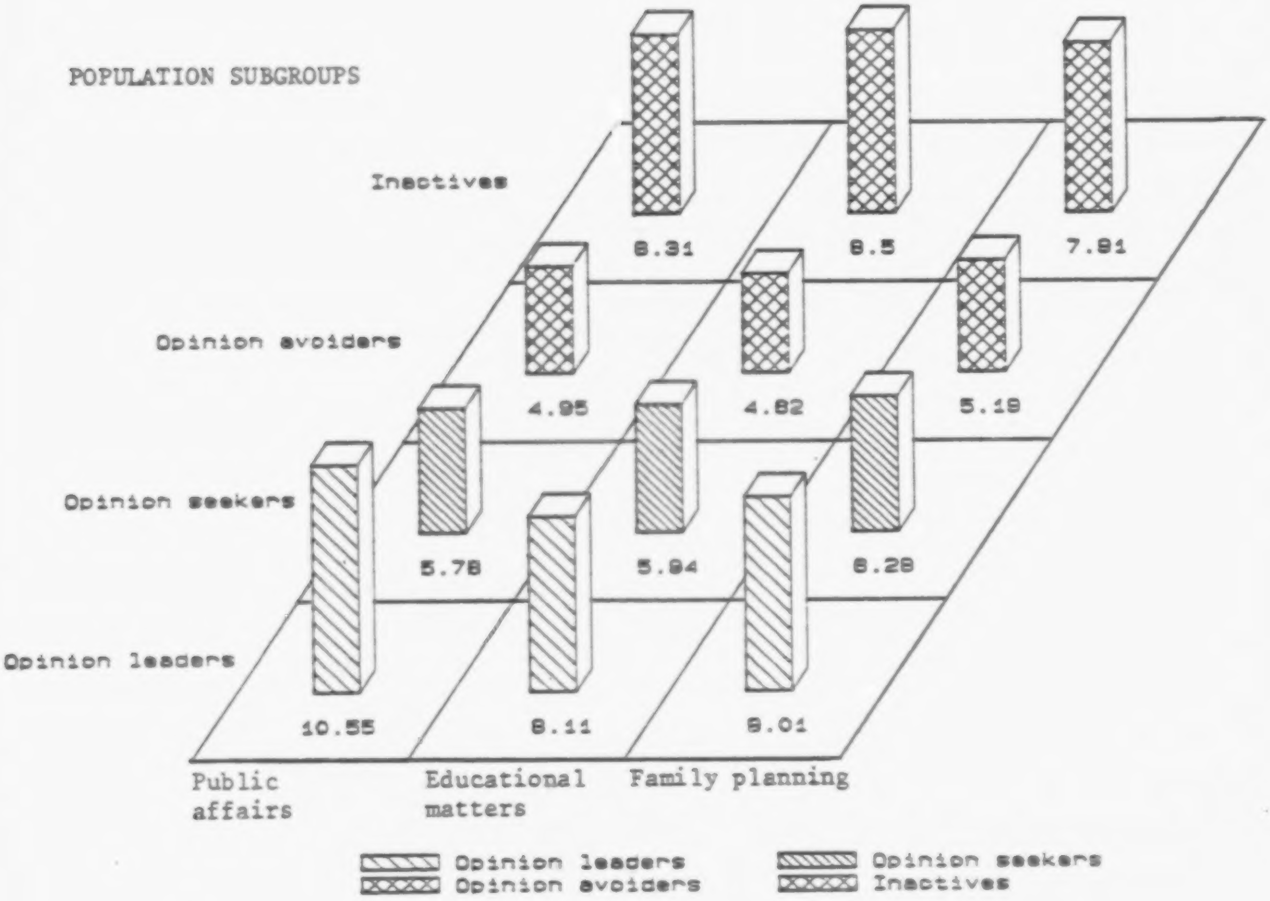

TABLE 4.10

A LOG LINEAR ANALYSIS ON MAGAZINE READING WITH RESPECT TO OPINION LEADERSHIP IN PUBLIC AFFAIRS

Respondent subgroups		*Cannot read*	*Yes*	*No*	Total
Opinion leaders	N	1	37	8	46
	R	-1,5	1,3	-1,1	
Opinion seekers	N	4	21	7	32
	R	0,6	0,0	-0,4	
Opinion avoiders	N	37	120	89	246
	R	2,5	-3,0	3,1	
Inactives	N	2	108	12	122
	R	-2,8	3,4	-3,5	
Pearson x^2 = 61,37 D.O.F. = 6			P = 0,000	TOTAL	446

TABLE 4.11

A LOG LINEAR ANALYSIS ON MAGAZINE READING WITH RESPECT TO OPINION LEADERSHIP IN EDUCATIONAL MATTERS

Respondent subgroups		*Cannot read*	*Yes*	*No*	Total
Opinion leaders	N	1	101	13	115
	R	-3,0	3,2	-3,1	
Opinion seekers	N	3	59	17	79
	R	-1,6	1,1	-0,8	
Opinion avoiders	N	38	39	69	166
	R	5,2	-4,6	3,9	
Inactives	N	2	67	17	86
	R	-2,1	1,6	-1,1	
Pearson x^2 = 104,47 D.O.F. = 6			P = 0,000	TOTAL	446

TABLE 4.12

A LOG LINEAR ANALYSIS ON MAGAZINE READING WITH RESPECT TO OPINION LEADERSHIP IN FAMILY PLANNING

Respondent subgroups		*Cannot read*	*Yes*	*No*	Total
Opinion leaders	N	2	73	8	83
	R	-2,1	2,7	-2,9	
Opinion seekers	N	2	55	19	76
	R	-1,9	0,9	-0,2	
Opinion avoiders	N	39	101	78	218
	R	3,6	-3,2	2,8	
Inactives	N	1	57	11	69
	R	-2,1	1,9	-1,6	
Pearson x^2 = 66,45 D.O.F. = 6			P = 0,000	TOTAL	446

4.2 HYPOTHESIS 2: OPINION LEADERSHIP AND INTERPERSONAL COMMUNICATION

Findings of previous studies have indicated that opinion leaders are more actively involved in interpersonal communication than non-leaders (Rogers, Shoemaker 1971). Two questions (Questions 33 and 49(a)) from the questionnaire in Appendix A were used as dependent variables in order to determine the validity of the above assumption. In view of this respondents were asked to indicate whether they were involved in any kind of interpersonal communication with respect to a problem or unclear situation in any of the three topics in question that needed to be clarified. The log linear procedure was used to analyse the data.

4.2.1 Public affairs and interpersonal communication

From the results one can infer that opinion leaders and seekers show a meaningful positive association with the category *yes* and a meaningful negative association with the category *no*. Contrary to these findings, it appears that opinion avoiders show a meaningful negative association with the category *yes* and a meaningful positive association with the category *no.* There seems to be some grounds for assuming that the inactives may also be negatively associated with the category *yes* (Table 4.13).

4.2.2 Educational matters, family planning and interpersonal communication

The results of the analysis with respect to the two topics indicate that the same tendencies exist that have been identified above. Again it is possible to infer that the model of independence failed not only in respect of the fit of a single cell but due to the fit in six or more of the 12 cells (Tables 4.14 and 4.15).

4.2.3 Conclusion

The results therefore seem to confirm the findings of Wright and Cantor (1967) and Fauconnier (1973) that the role of the opinion seeker cannot be underestimated in the interaction process. The findings seem to be in favour of the alternative hypothesis and the rejection of the null hypothesis: Opinion leaders in Atteridgeville are more active in interpersonal communication than opinion seekers, avoiders and inactives.

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TABLE 4.13

A LOG LINEAR ANALYSIS ON INTERPERSONAL COMMUNICATION AND OPINION LEADERSHIP IN PUBLIC AFFAIRS

			Respondent subgroups				
Question	Categories		Opinion leaders	Opinion seekers	Opinion avoiders	Inactives	Total
During the past six months, have you discussed any aspect of public affairs with anyone? (See Question 33.)	*Yes*	N	45	29	11	36	121
		R	9,1	6,8	-6,8	0,5	
	No	N	1	3	220	83	313
		R	5,5	-4,1	4,0	-0,2	
	Uncertain	N	0	0	13	3	16
		R	-1,0	-0,7	1,2	-0,6	
TOTAL			46	32	246	122	446
Pearson x^2 = 301,10			D.O.F. = 6			Prob. = 0,000	
How do you keep yourself informed on matters concerning public affairs? (See Question 49(a).)	*Mainly*	N	16	17	12	24	69
		R	3,3	5,3	-4,2	1,2	
	Sometimes	N	19	14	25	53	111
		R	2,2	2,1	-4,6	4,1	
	Never	N	11	1	209	45	266
		R	-3,1	-4,1	5,2	-3,2	
TOTAL			46	32	246	122	446
Pearson x^2 = 260,86					D.O.F. = 6		Prob. = 0,000

TABLE 4.14

A LOG LINEAR ANALYSIS ON INTERPERSONAL COMMUNICATION AND OPINION LEADERSHIP IN EDUCATIONAL MATTERS

			Respondent subgroups				
Question	Categories		Opinion leaders	Opinion seekers	Opinion avoiders	Inactives	Total
During the past six months, have you discussed any aspect of educational matters with anyone? (See Question 33.)	*Yes*	N	108	75	11	36	230
		R	6,3	5,3	-8,0	-1,3	
	No	N	7	4	145	48	204
		R	-6,3	-5,3	7,9	1,4	
	Uncertain	N	0	0	10	2	12
		R	1,6	-1,3	2,3	0,1	
TOTAL			115	79	166	86	446
Pearson x^2 = 275,68			D.O.F. = 6			Prob. = 0,000	
How do you keep yourself informed on educational matters? (See Question 49(b).)	*Mainly*	N	45	37	7	15	103
		R	3,5	4,3	-5,1	-1,1	
	Sometimes	N	47	32	7	24	110
		R	3,5	2,8	-5,3	0,6	
	Never	N	23	10	152	46	231
		R	-4,7	-4,8	7,1	0,2	
TOTAL			115	79	166	85	445
Pearson x^2 = 203,65				D.O.F. = 6		Prob. = 0,000	

TABLE 4.15

A LOG LINEAR ANALYSIS ON INTERPERSONAL COMMUNICATION AND OPINION LEADERSHIP IN FAMILY PLANNING

			Respondent subgroups				
Question	Categories		Opinion leaders	Opinion seekers	Opinion avoiders	Inactives	Total
During the past six months, have you discussed any aspect of family planning with anyone? (See Question 33.)	*Yes*	N	81	71	14	14	180
		R	8,1	7,2	-7,9	-2,6	
	No	N	1	5	192	54	253
		R	-6,7	-5,8	6,3	2,3	
	Uncertain	N	1	0	11	1	13
		R	-0,8	-1,3	1,6	-0,5	
TOTAL			83	76	218	69	446
Pearson x^2 = 314,62			D.O.F. = 6			Prob. = 0,000	
How do you keep yourself informed on matters concerning family planning? (See Question 49(c).)	*Mainly*	N	31	32	12	20	95
		R	3,1	3,9	5,0	1,4	
	Sometimes	N	30	36	9	21	96
		R	2,8	4,8	-5,5	1,6	
	Seldom if ever	N	22	8	197	27	254
		R	-3,7	-5,4	6,6	-2,0	
TOTAL			83	76	218	68	445
Pearson x^2 = 208,36				D.O.F. = 6			Prob. = 0,000

4.3 HYPOTHESIS 3: AWARENESS OF ROLE AND STATUS

Previous research findings (Katz, Lazarsfeld 1955, Rogers, Shoemaker 1971) have indicated that opinion leaders are in general more aware of their role and status in a group than non-leaders. In order to test the hypothesis, respondents were asked to indicate how they and other people assess themselves as reliable, knowlegeable and expert sources of information on issues relating to the three topics (Appendix A: Questions 40 and 41). The data were examined through the log-linear (BMDP-P4F) program.

The results indicate that

4.3.1 On public affairs, the opinion leaders are meaningful positively associated with the category *yes* and negatively associated with the category *no*. The results also show that opinion avoiders and inactives may be negatively associated with the category *yes* (Table 4.16).

4.3.2 On educational matters, the standardized residuals indicate that the opinion leaders are also meaningful positively associated with the category *yes*. It also appears that the avoiders, inactives and seekers may be negatively associated with the category *yes* (Table 4.17).

4.3.3 On family planning, the results appear to confirm the above findings with respect to the opinion leaders. From the standardized residuals it also appears that the opinion seekers may be positively associated with the category *uncertain*, whereas the inactives and the avoiders tend to be positively associated with the category *no* (Table 4.18).

4.3.4 Conclusion

From the standardized residuals it can be seen that the model of independence failed due to the fit in five or more of the 12 cells regarding the three topics respectively. The finding of the study are in favour of the alternative hypothesis: Opinion leaders in Atteridgeville are more aware of their role and status in a group than opinion seekers, avoiders and inactives. The null hypothesis is accordingly rejected.

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TABLE 4.16

A LOG LINEAR ANALYSIS ON AWARENESS OF STATUS AND OPINION LEADERSHIP IN PUBLIC AFFAIRS

			Respondent subgroups				
Question	Categories		Opinion leaders	Opinion seekers	Opinion avoiders	Inactives	Total
Do you think that other people regard you as an expert on public affairs? (See Question 40.)	*Yes*	N	36	0	0	2	38
		R	15,8	-1,4	-4,6	-2,5	
	No	N	8	20	192	99	319
		R	-4,3	-0,7	1,3	1,3	
	Uncertain	N	2	12	54	21	89
		R	-2,3	2,2	0,7	0,7	
TOTAL			46	32	246	122	446
Pearson x^2 = 311,13			D.O.F. = 8			Prob. = 0,000	
Do you think that you know more about public affairs than most people with whom you have daily contact at work? (See Question 41.)	*Yes*	N	34	4	0	2	38
		R	14,3	0,8	-4,7	-2,6	
	No	N	11	22	216	104	353
		R	-4,2	-0,7	1,6	0,8	
	Uncertain	N	1	6	30	16	53
		R	1,8	1,2	0,1	0,4	
TOTAL			46	32	246	122	446
Pearson x^2 = 260,99				D.O.F. = 6		Prob. = 0,000	

TABLE 4.17

A LOG LINEAR ANALYSIS ON AWARENESS OF STATUS AND OPINION LEADERSHIP IN EDUCATIONAL MATTERS

			Respondent subgroups				
Question	Categories		Opinion leaders	Opinion seekers	Opinion avoiders	Inactives	Total
Do you think that other people regard you as an expert on educational matters? (See Question 40.)	*Yes*	N	99	7	0	0	106
		R	13,6	-2,7	-6,2	-4,5	
	No	N	10	34	128	63	235
		R	-6,5	-1,2	4,3	2,6	
	Uncertain	N	6	38	38	23	105
		R	-4,0	4,5	0,2	0,6	
TOTAL			115	79	166	86	446
Pearson x^2 = 355,86			D.O.F. = 6			Prob. = 0,000	
Do you think that you know more about educational matters than most people with whom you have daily contact at work? (See Question 41.)	*Yes*	N	91	1	0	1	93
		R	13,5	-3,7	-5,8	-3,9	
	No	N	22	60	144	68	294
		R	-6,2	1,1	3,3	1,5	
	Uncertain	N	2	18	22	17	59
		R	-3,3	2,3	0,0	1,7	
TOTAL			115	79	166	86	446
Pearson x^2 = 318,73				D.O.F. = 6		Prob. = 0,000	

TABLE 4.18

A LOG LINEAR ANALYSIS ON AWARENESS OF STATUS AND OPINION LEADERSHIP IN FAMILY PLANNING

			Respondent subgroups				
Question	Categories		Opinion leaders	Opinion seekers	Opinion avoiders	Inactives	Total
Do you think that other people regard you as an expert on family planning? (See Question 40.)	*Yes*	N	66	7	0	0	73
		R	14,0	1,5	-6,0	-3,3	
	No	N	9	41	174	57	281
		R	-6,0	-1,0	3,2	2,0	
	Uncertain	N	8	76	218	69	92
		R	2,2	3,2	-,02	-0,6	
TOTAL			83	76	218	69	446
Pearson x^2 = 310,02			D.O.F. = 6			Prob. = 0,000	
Do you think that you know more about family planning than most people whith whom you have daily contact at work? (See Question 41.)	*Yes*	N	68	7	0	1	76
		R	14,1	-1,6	-6,1	-3,1	
	No	N	11	52	192	61	316
		R	-6,2	-0,3	3,1	1,7	
	Uncertain	N	4	17	26	7	54
		R	-1,8	2,5	-0,1	-0,4	
TOTAL			83	76	218	68	446
Pearson x^2 = 302,27				D.O.F. = 6		Prob. = 0,000	

4.4 HYPOTHESIS 4: POPULATION TRAITS AND OPINION LEADERSHIP

4.4.1 Opinion leadership and age

The findings of earlier studies are somewhat inconsistent and confusing. Katz and Lazarsfeld (1955) reported that young people were less interested in politics than older people and that opinion leaders in public affairs tended to be middle-aged. Lionberger (1953) reported that no difference existed in the average age of agricultural opinion leaders in Missouri.

Rogers and Svenning (1969) concluded that opinion leaders identified in a study undertaken in Columbia were younger than in traditional societies. From the findings of these and other related studies there seem to be some grounds for assuming that opinion leadership with respect to age is dependent on the topic of interest.

A log linear analysis was done and the results indicate that:

(1) on public affairs the opinion leaders are not associated with the categories regarding age (Table 4.19). A PROC UNIVARIATE that was computed indicated that the average age for opinion leaders in public affairs was 35 years;

(2) on educational matters, the standardized residuals show that opinion leaders and opinion seekers may be meaningful positively associated with the category *15 - 19 years*. The results also reveal that the opinion avoiders may be negatively associated with the category *15 - 19 years* (Table 4.20). The average age for opinion leaders was computed as 28,9 years;

(3) on family planning, the results indicate that the opinion leaders may be negatively associated with the category *15 - 19 years*. The results also show that the opinion avoiders may be negatively associated with the category *20 - 29 years* and positively associated with the categories *50 - 59 years* and *60 - 64 years* (Table 4.21). The average age for opinion leaders was computed as 32 years.

It appears that the model of independence failed with respect to educational matters and family planning due to the fit in more than one of the 24 cells. From the standardized residuals (Table 4.19-4.21) it can be seen that the model of independence did not fail with respect to public affairs.

TABLE 4.19

A LOG LINEAR ANALYSIS ON AGE AND OPINION LEADERSHIP IN PUBLIC AFFAIRS

Respondent subgroups		Age in years						
		15–19	*20–29*	*30–39*	*40–49*	*50–59*	*60–64*	*TOTAL*
Opinion leaders	N	4	18	8	9	3		46
	R	-1,7	0,8	-0,2	0,9	-0,2	0,5	
Opinion seekers	N	5	8	6	6	3	4	32
	R	-0,5	-0,8	-0,0	0,6	-0,0	1,9	
Opinion avoiders	N	50	12	48	34	28	14	246
	R	0,2	-0,7	0,3	-0,2	0,7	0,2	
Inactives	N	29	45	22	15	9	2	122
	R	1,0	0,9	-0,2	-0,6	-0,9	-1,7	
Pearson x^2 = 16,28			D.O.F. = 15		P = 0,36		TOTAL	446

TABLE 4.20

A LOG LINEAR ANALYSIS ON AGE AND OPINION LEADERSHIP IN EDUCATIONAL MATTERS

Respondent subgroups		Age in years						
		15–19	*20–29*	*30–39*	*40–49*	*50–59*	*60–64*	*TOTAL*
Opinion leaders	N	34	39	23	11	5	3	115
	R	2,3	0,4	0,3	-1,3	-1,8	-1,2	
Opinion seekers	N	24	28	11	8	6	2	79
	R	2,1	0,5	1,0	-1,0	-0,6	-0,9	
Opinion avoiders	N	20	39	38	28	26	15	116
	R	-2,2	-1,9	1,2	0,8	2,3	2,1	
Inactives	N	10	37	12	17	7	3	86
	R	-1,7	1,8	-1,0	1,3	-0,5	-0,6	
Pearson x^2 = 49,59			D.O.F. = 15		P = 0,00		TOTAL	446

TABLE 4.21

A LOG LINEAR ANALYSIS ON AGE AND OPINION LEADERSHIP IN FAMILY PLANNING

Respondent subgroups		Age in years						
		15–19	*20–29*	*30–39*	*40–49*	*50–59*	*60–64*	*TOTAL*
Opinion leaders	N	7	36	23	11	4	2	83
	R	-2,3	1,8	1,8	-0,3	-1,4	-1,0	
Opinion seekers	N	19	31	12	9	5	0	76
	R	1,0	1,3	-0,6	-0,6	-0,9	-1,8	
Opinion avoiders	N	49	51	37	31	31	19	218
	R	0,9	-2,2	-0,6	-0,1	2,0	2,1	
Inactives	N	13	25	12	13	4	2	69
	R	-0,2	0,6	-0,3	1,0	-1,0	-0,7	
Pearson x^2 = 39,28			D.O.F. = 15		P = 0,0005		TOTAL	446

4.4.2 Opinion leadership and sex

Findings of previous studies conclude that politics is a male-dominated arena (Anderson, Garrison 1978), whereas women dominate areas such as fashion (Katz, Lazarsfeld 1955).

A log linear analysis was done to determine whether any association existed between opinion leaders and sexual connotation with respect to the three topics. From the results it appears that opinion leaders do not show a meaningful association with the two categories *male* or *female* with respect to any of the three topics. There seems to be some grounds for assuming however, that opinion seekers may be negatively associated with the category *males*, while opinion avoiders appear to be positively associated with the category *males*, with respect to family planning (Table 4.22).

One can therefore hypothesize, that opinion leadership in public affairs, educational matters and family planning is not related to sex. The alternative hypothesis is accordingly rejected: Opinion leadership is not related to sex.

TABLE 4.22

A LOG LINEAR ANALYSIS ON SEX AND OPINION LEADERSHIP IN PUBLIC AFFAIRS, EDUCATIONAL MATTERS AND FAMILY PLANNING

	Public affairs		Educational matters		Family planning	
	Male	*Female*	*Male*	*Female*	*Male*	*Female*
Opinion leaders	18 1,0	29 -0,6	39 0,5	76 -0,3	17 -1,7	66 1,2
Opinion seekers	15 1,6	17 -1,1	27 0,4	52 -0,3	11 -2,6	65 1,8
Opinion avoiders	68 -1,1	178 0,7	46 -0,9	120 0,6	87 2,2	131 0,7
Inactives	39 0,1	83 -0,1	28 -0,2	58 -0,1	25 -1,5	44 -0,5
Pearson x^2	6,65		1,75		22,24	
D.O.F.	3		3		3	
p	0,084		0,625		0,000	

4.5 HYPOTHESIS 5: SOCIO-ECONOMIC STATUS AND OPINION LEADERSHIP

Research in this respect has reported some contradictory results, some findings indicating that opinion leaders have a somewhat higher socio-economic status than those people who consulted them (Stycos 1952, Van den Ban 1964, Rogers, Shoemaker 1971), while other findings indicate that opinion leaders and opinion seekers tend to belong to the same primary groups, to have similar occupations, and to be of similar status (Katz 1957, Bettinghaus 1968, De Fleur, Ball-Rockeach 1975). Kaplan (1979), however, reported that Watts and Shearing had found that among South African Blacks, people with power (a higher social and economic status) could influence other people more easily.

Three independent variables were used in order to determine whether any meaningful association existed between opinion leaders and socio-economic status, i.e. educational qualifications, occupation and income.

4.5.1 The application of CHAID-analysis (an exploratory technique)

CHAID-analyses were performed on the dependent variables public affairs, educational matters and family planning with respect to the independent variables. The analysis were undertaken to identify any specific predictors that might exist and to formulate structural relationships between the variables. Dendrograms were drawn from the results from which the predictors were identified.

The results of the analysis indicate that

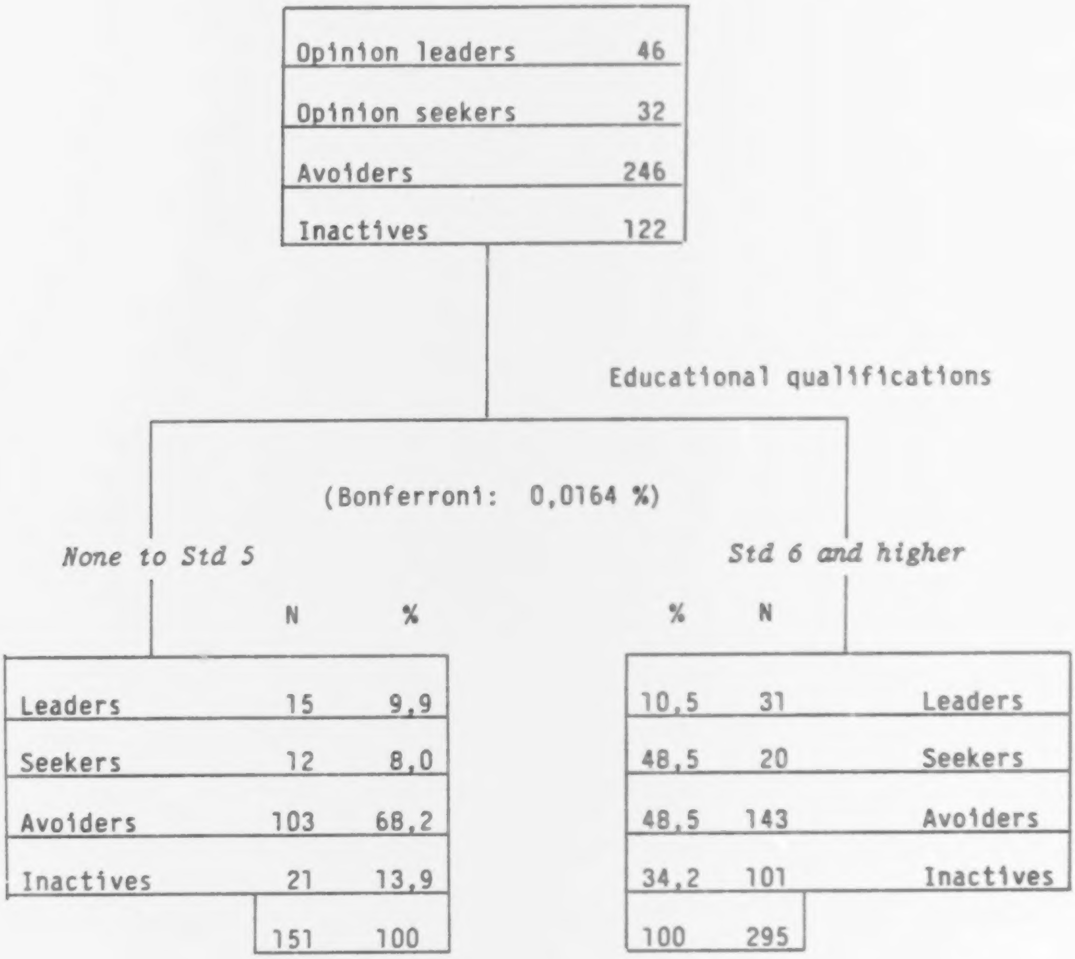
on public affairs, educational qualifications were identified as the best predictor of the variation in the dependent variable (Figure 4.6),

on educational matters, educational qualifications were also identified as the best predictor of the variation in the dependent variable (Figure 4.7) and,

on family planning, income was identified as the best predictor of the variation in the dependent variable (Figure 4.8).

FIGURE 4.6

DENDROGRAM OF OPINION LEADERSHIP IN PUBLIC AFFAIRS WITH RESPECT TO SOCIO-ECONOMIC STATUS



Opinion leaders	46
Opinion seekers	32
Avoiders	246
Inactives	122

Educational qualifications

(Bonferroni: 0,0164 %)

None to Std 5

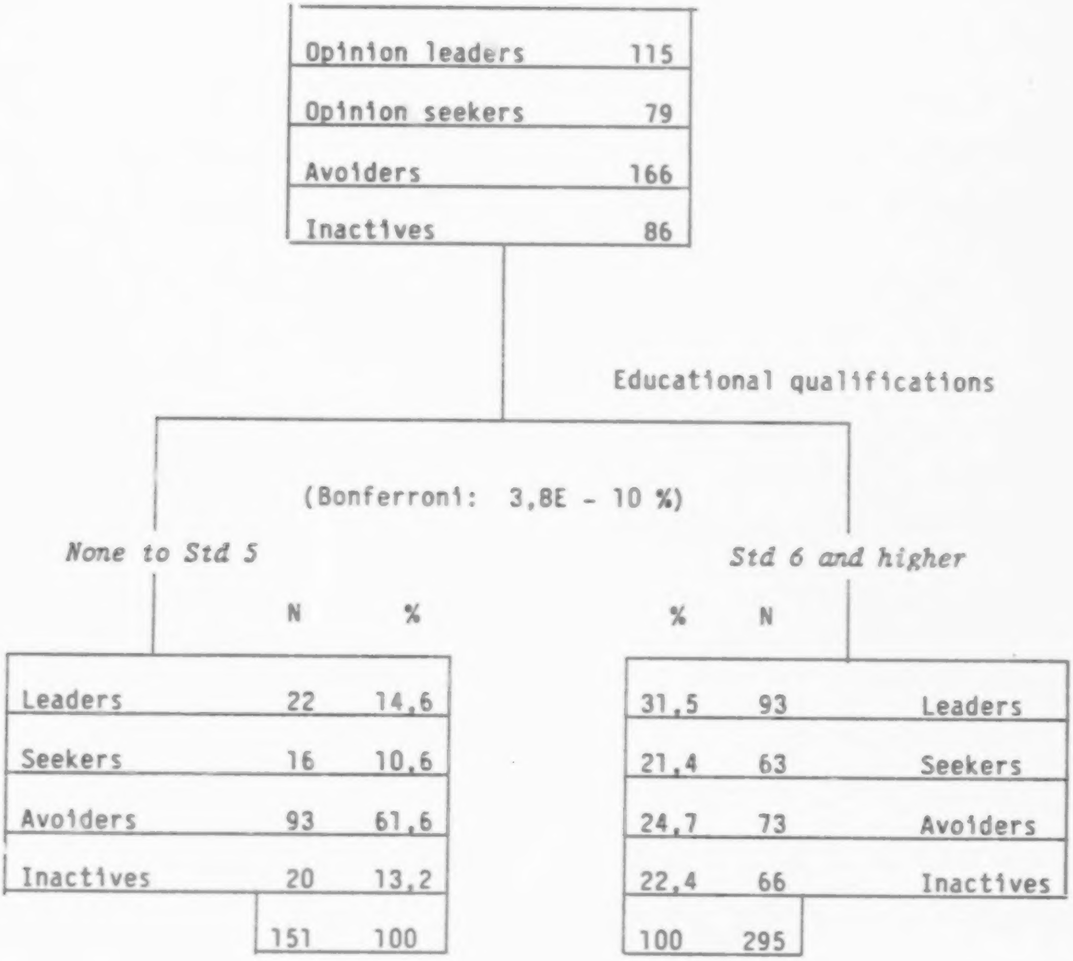
	N	%
Leaders	15	9,9
Seekers	12	8,0
Avoiders	103	68,2
Inactives	21	13,9
	151	100

Std 6 and higher

%	N	
10,5	31	Leaders
48,5	20	Seekers
48,5	143	Avoiders
34,2	101	Inactives
100	295	

FIGURE 4.7

DENDROGRAM OF OPINION LEADERSHIP IN EDUCATIONAL MATTERS WITH RESPECT TO SOCIO-ECONOMIC STATUS



Opinion leaders	115
Opinion seekers	79
Avoiders	166
Inactives	86

Educational qualifications

(Bonferroni: 3,8E - 10 %)

None to Std 5

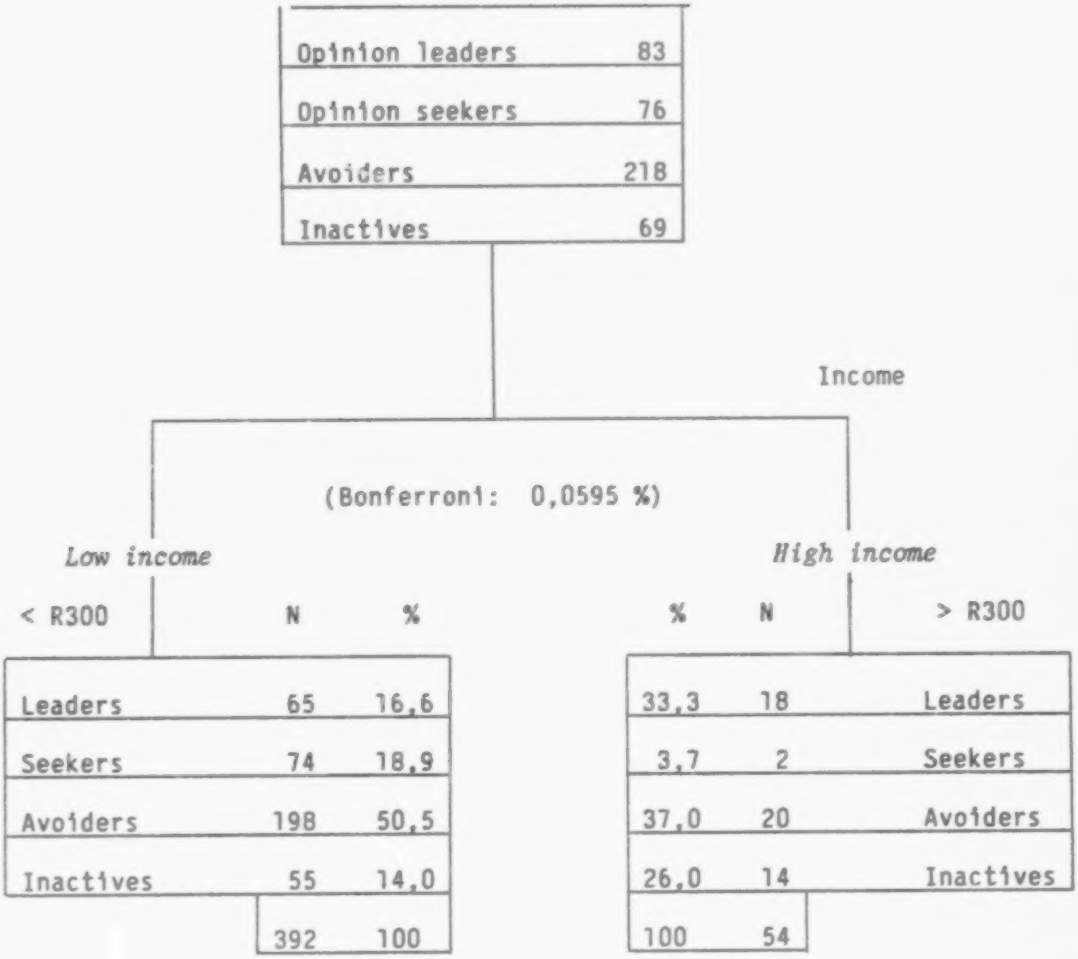
	N	%
Leaders	22	14,6
Seekers	16	10,6
Avoiders	93	61,6
Inactives	20	13,2
	151	100

Std 6 and higher

%	N	
31,5	93	Leaders
21,4	63	Seekers
24,7	73	Avoiders
22,4	66	Inactives
100	295	

FIGURE 4.8

DENDROGRAM OF OPINION LEADERSHIP IN FAMILY PLANNING WITH RESPECT TO SOCIO-ECONOMIC STATUS



Opinion leaders	83
Opinion seekers	76
Avoiders	218
Inactives	69

Low income < R300

	N	%
Leaders	65	16,6
Seekers	74	18,9
Avoiders	198	50,5
Inactives	55	14,0
	392	100

High income > R300

%	N	
33,3	18	Leaders
3,7	2	Seekers
37,0	20	Avoiders
26,0	14	Inactives
100	54	

4.5.2 Log linear analysis

Log linear analysis were also done on the predictors with respect to the independent variables to determine whether any meaningful association existed between opinion leaders and the predictors. The results of the analysis indicate that on public affairs and educational matters opinion leaders may not be meaningfully associated with the categories in educational qualifications (Tables 4.23 and 4.24), and

on family planning, the standardized residuals show that opinion leaders may be positively associated with category 2 (a relatively high income: > *R300 per month).* The standardized residuals further reveal that opinion seekers may be negatively associated with category 2 (Table 4.25).

4.5.3 Conclusion

From the standardized residuals it can be seen that the model of independence failed only with respect to family planning due to the fit in two of the eight cells. The findings therefore confirm the conflicting results in previous studies. With respect to public affairs and educational matters no socio-economic difference exists between opinion leaders and non-leaders. The null hypothesis can therefore be accepted: Opinion leadership in Atteridgeville in public affairs and educational matters is not related to a high socio-economic status. Opinion leadership in Atteridgeville in family planning is related to a relatively high socio-economic status. Concerning family planning the results indicate that opinion leaders may have a higher socio-economic status than non-leaders, which means a rejection of the null hypothesis.

TABLE 4.23

A LOG LINEAR ANALYSIS ON EDUCATIONAL QUALIFICATIONS AND OPINION LEADERSHIP IN PUBLIC AFFAIRS

Respondent subgroups	Educational qualification				
	None to Std 5		*Std 6 and higher*		
	N	R	N	R	Total
Opinion leaders	32	-0,3	14	0,5	46
Opinion seekers	20	-0,7	12	1,2	32
Avoiders	179	-0,1	67	0,1	246
Inactives	96	0,7	26	-1,1	122
Pearson x^2 = 4,21		D.O.F. = 3		P = 0,2393	446

TABLE 4.24

A LOG LINEAR ANALYSIS ON EDUCATIONAL QUALIFICATIONS AND OPINION LEADERSHIP IN EDUCATIONAL MATTERS

Respondent subgroups	Educational qualification				
	None to Std 5		*Std 6 and higher*		
	N	R	N	R	Total
Opinion leaders	94	1,1	21	-1,7	115
Opinion seekers	58	0,0	21	-0,0	79
Avoiders	116	-0,5	50	0,8	86
Inactives	59	-0,5	27	0,8	86
Pearson x^2 = 6,058		D.O.F. = 3		P = 0,1088	446

TABLE 4.25

A LOG LINEAR ANALYSIS ON INCOME AND OPINION LEADERSHIP IN FAMILY PLANNING

Respondent Subgroups	Income per month				
	Low income < R300		*High income > R 300*		
	N	R	N	R	Total
Opinion leaders	65	-0,9	18	2,5	83
Opinion seekers	74	0,9	2	-2,3	76
Avoiders	198	0,5	20	-1,3	218
Inactives	55	-0,7	14	2,0	69
Pearson x^2 = 19,358		D.O.F. = 3		P = 0,0002	446

4.6 HYPOTHESIS 6: SOCIAL INTEGRATION AND OPINION LEADERSHIP

Rogers and Shoemaker (1971) reported that opinion leaders have a higher integrated social lifestyle than non-leaders. Respondents in the present study were asked to indicate their participation in extramural activities (Appendix A: Questions 16, 17 & 19). A log linear analysis was performed in order to determine whether opinion leaders tended to be socially more active than non-leaders (Question 19 only).

The results of the subsequent analysis indicate that on public affairs, educational matters and family planning no differences seem to exist between the four subgroups (Tables 4.26 to 4.28). However, opinion leaders in public affairs (1,9) may be positively associated with the category *attending extramural activities regularly* (Table 4.26), whereas the opinion avoiders in educational matters appear to be negatively associated with the category (-2,0) (Table 4.27). The null hypothesis is accordingly rejected: Opinion leadership in Atteridgeville is not related to a high social lifestyle.

TABLE 4.26

A LOG LINEAR ANALYSIS ON SOCIAL INTEGRATION AND OPINION LEADERSHIP IN PUBLIC AFFAIRS

		Attendance of extramural activities			
		Regularly	*Sometimes*	*Never*	Total
Opinion leaders	N R	21 1,9	5 0,5	20 -1,5	46
Opinion seekers	N R	13 1,1	4 0,8	15 -1,1	32
Opinion avoiders	N R	62 -1,4	18 -0,9	166 1,3	246
Inactives	N R	38 0,2	13 0,6	71 -0,4	122
Pearson	x^2 = 14,38		D.O.F. = 6 Prob. = 0,0257		

TABLE 4.27

A LOG LINEAR ANALYSIS ON SOCIAL INTEGRATION AND OPINION LEADERSHIP IN EDUCATIONAL MATTERS

		Attendance of extramural activities			
		Regularly	*Sometimes*	*Never*	Total
Opinion leaders	N	43	8	64	115
	R	1,4	-0,7	-0,7	
Opinion seekers	N	29	10	40	79
	R	1,1	1,1	-1,2	
Opinion avoiders	N	36	14	116	166
	R	-2,0	-0,3	1,5	
Inactives	N	26	8	52	86
	R	0,0	0,1	-0,1	
Pearson	x^2 -= 12,980		D.O.F. = 6 Prob. = 0,0434		

TABLE 4.28

A LOG LINEAR ANALYSIS ON SOCIAL INTEGRATION AND OPINION LEADERSHIP IN FAMILY PLANNING

		Attendance of extramural activities			
		Regularly	*Sometimes*	*Never*	Total
Opinion leaders	N	34	8	41	83
	R	1,8	0,2	-1,4	
Opinion seekers	N	27	7	42	76
	R	0,9	0,1	-0,7	
Opinion avoiders	N	52	14	152	218
	R	-1,7	-1,3	1,7	
Inactives	N	21	11	37	69
	R	0,1	1,9	-0,8	
Pearson	x^2 = 18,035		D.O.F. = 6 Prob. = 0,0061		

4.7 HYPOTHESIS 7: CHANGE AGENT CONTACT AND OPINION LEADERSHIP

Rogers and Shoemaker (1971) hypothesized that opinion leaders have more change agent contact than non-leaders. It was assumed that Black opinion leaders in Atteridgeville may have more change agent contact (White contacts) than non-leaders. The respondents in this study were asked to indicate whether they had ever asked for or received any advice or information from a White person* (Appendix A: Questions 44 and 51). The data were subsequently analysed with the log linear program.

The results of the analysis indicate that

4.7.1 on public affairs, it appears that opinion leaders and opinion seekers show a meaningful association with the category *yes*. It also appears that the opinion leaders may be negatively associated with the category *no* and that the opinion avoiders and the inactives may be negatively associated with the category *yes* (Table 4.29);

4.7.2 on educational matters, it appears that opinion leaders are positively associated with the category *yes* and negatively associated with the category *no*. The results also reveal that the opinion avoiders and the inactives may be negatively associated with the category *yes*, and the avoiders positively associated with the category *no* and *uncertain* (Table 4.30); and

4.7.3 with respect to family planning there seems to be certain valid grounds for assuming that the opinion leaders are positively associated with the category *yes* and negatively associated with the category *no*. The standardized residuals further indicate that the opinion avoiders and inactives may be negatively associated with the category *yes* and positively associated with the category *no* (Table 4.31).

---

* A statement made by Dr H.P. Fourie (1982) that Black opinion leaders may have more contact with Whites as change agents than non-leaders.

4.7.4 Conclusion

From the standardized residuals it can be seen that the model of independence failed due to the fit of at least three of the 12 cells. From the results there seems to be grounds for assuming that opinion leaders have more change agent contact than non-leaders. The null hypothesis is accordingly rejected, and the alternative hypothesis is accepted: Opinion leaders in Atteridgeville have more contact with Whites as change agents than opinion seekers, avoiders and inactives.

TABLE 4.29

A LOG LINEAR ANALYSIS ON CHANGE AGENT CONTACT AND OPINION LEADERSHIP IN PUBLIC AFFAIRS

		Change agent contact					
		Have you received any advice from a White person on this topic? (Q44)			Have you been to any other White person for advice on the topic? (Q51)		
		Yes	*No*	*Uncer-tain*	*Yes*	*No*	*Uncer-tain*
Opinion leaders	N	30	16	0	9	37	0
	R	11,7	-3,7	-1,2	4,4	-1,1	0,1
Opinion seekers	N	9	22	1	4	28	0
	R	3,3	-1,1	-0,2	2,0	-0,5	0,4
Opinion avoiders	N	1	231	14	4	242	0
	R	-4,7	1,5	0,5	-2,4	0,7	-1,1
Inactives	N	4	112	6	5	115	2
	R	-2,3	0,8	0,1	-0,4	-0,0	1,3
Pearson x^2 = 194,5 D.O.F. = 6 Prob. = 0,000					Pearson x^2 = 34,44 D.O.F.= 6 Prob. = 0,00		

TABLE 4.30

A LOG LINEAR ANALYSIS ON CHANGE AGENT CONTACT AND OPINION LEADERSHIP IN EDUCATIONAL MATTERS

		Change agent contact					
		Have you received any advice from a White person on this topic? (Q44)			Have you been to any other White person for advice on the topic? (Q51b)		
		Yes	*No*	*Uncertain*	*Yes*	*No*	*Uncertain*
Opinion leaders	N	73	42	0	21	93	1
	R	9,4	-4,7	-2,0	4,5	7,3	0,5
Opinion seekers	N	17	61	1	7	72	0
	R	-0,1	0,3	-1,0	0,7	-0,2	-0,3
Opinion avoiders	N	2	152	12	0	166	0
	R	-5,7	2,6	2,1	-3,4	1,0	-0,8
Inactives	N	6	76	4	3	82	1
	R	-2,9	1,5	0,4	1,1	0,2	0,8
Pearson x^2 = 169,2 D.O.F.= 6 Prob. = 0,000					Pearson x^2 = 37,27 D.O.F.= 6 Prob. = 0,000		

TABLE 4.31

A LOG LINEAR ANALYSIS ON CHANGE AGENT CONTACT AND OPINION LEADERSHIP IN FAMILY PLANNING

		Change agent contact					
		Have you received any advice from a White person on this topic? (Q44)			Have you been to any other White person for advice on the topic? (Q51c)		
		Yes	*No*	*Uncer-tain*	*Yes*	*No*	*Uncer-tain*
Opinion leaders	N	56	25	2	19	64	0
	R	11,1	-5,0	-0,6	5,9	-1,5	-0,3
Opinion seekers	N	18	57	1	4	72	0
	R	1,5	-0,5	-1,0	-0,3	0,1	-0,2
Opinion avoiders	N	0	205	13	0	218	0
	R	-6,0	2,5	1,4	-3,7	1,1	1,0
Inactives	N	1	67	1	5	62	2
	R	-3,0	1,6	-0,9	0,4	0,3	2,4
Pearson x^2 = 209,11 D.O.F.= 6 Prob. = 0,000					Pearson x^2 = 58,7 D.O.F.= 6 Prob. = 0,000		

4.8 HYPOTHESIS 8: OPINION LEADERSHIP AND PRIMARY INFORMATION SOURCES

Two questions were used to determine which mass medium was used as the main source of information. More important, however, was the question regarding the particular newspaper, radio station and magazine used as primary source of information with respect to opinion leaders in a specific field of interest. The respondents were asked to indicate which source was preferably used to keep themselves informed, or from which source new information on a specific issue could be obtained (Appendix A: Questions 46 and 49). The CHAID-program as well as a log linear analysis was used to examine the data.

4.8.1 The application of CHAID-analysis as an exploratory technique

Questions 46 and 49 (four and six items respectively) were each subjected to a CHAID-analysis in order to determine the best predictor of the variation in the sample (dependent variable). The results of the analysis were used to draw dendrograms from which the predictors were identified. The results show that

(1) on public affairs, *reading newspapers* was identified as the best predictor of the variation in the sample (Questions 46 and 49). Reading magazines and listening to the radio were identified as the best predictors on the second dividing level of the analysis (Question 46). The analysis on Question 49 revealed that interpersonal communication was the best predictor on the second dividing level for those who mainly used newspapers as source of information (Figures 4.9 and 4.10),

(2) on educational matters, *reading newspapers* was again identified as the best predictor of the variation in the sample (Figures 4.11 and 4.12: Questions 46 and 49). The analysis further revealed that interpersonal communication was the best and only predictor of the variation in the sample on the second dividing level (Figure 4.12: Question 49) while the analysis of Question 46 indicated that reading magazines and the radio were the best predictors of the variation in the sample on the second dividing level, and

(3) on family planning, the analysis (Question 46) revealed the same results as in public affairs and educational matters (Figure 4.13). However, the examination of Question 49 indicated that on the second dividing level of the analysis, interpersonal communication was identified as the best predictor in the variation of the sample with respect to those who never if ever resorted to newspapers for information. The analysis furthermore showed that the radio was the best predictor on the second dividing level with respect to those who mainly and sometimes used newspapers as main source of information (Figure 4.14).

(4) Conclusion

It is firstly important to note that the difference in the results of Questions 46 and 49 are due to the fact that Question 46 does not include the item on interpersonal communication. From the above discussion one can infer that newspapers are the most important source of information. The results were also subjected to a log linear analysis to determine whether any meaningful association exists between opinion leaders and newspaper reading.

FIGURE 4.9

DENDROGRAM OF OPINION LEADERSHIP IN PUBLIC AFFAIRS WITH RESPECT TO PRIMARY SOURCE OF INFORMATION: QUESTION 46

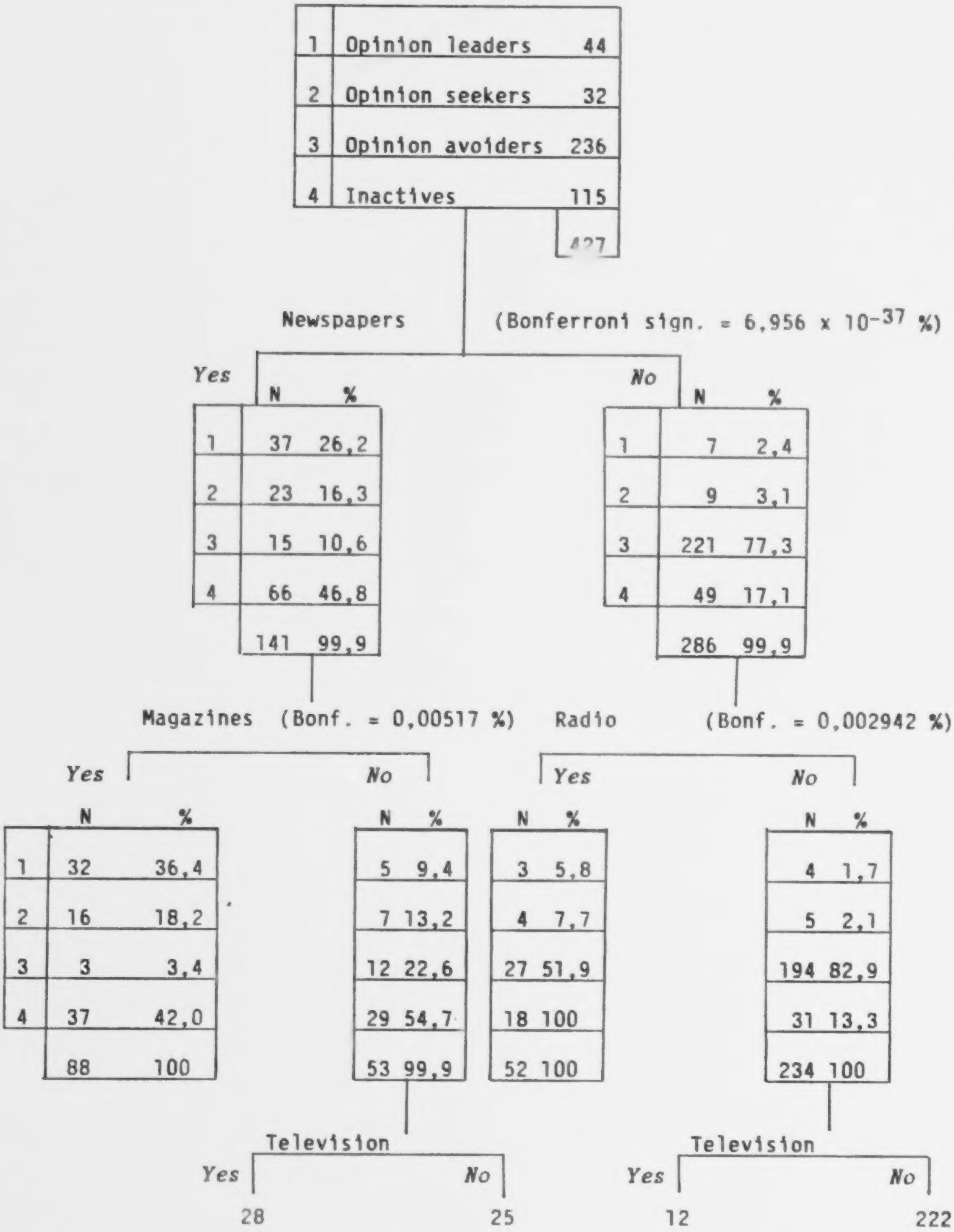
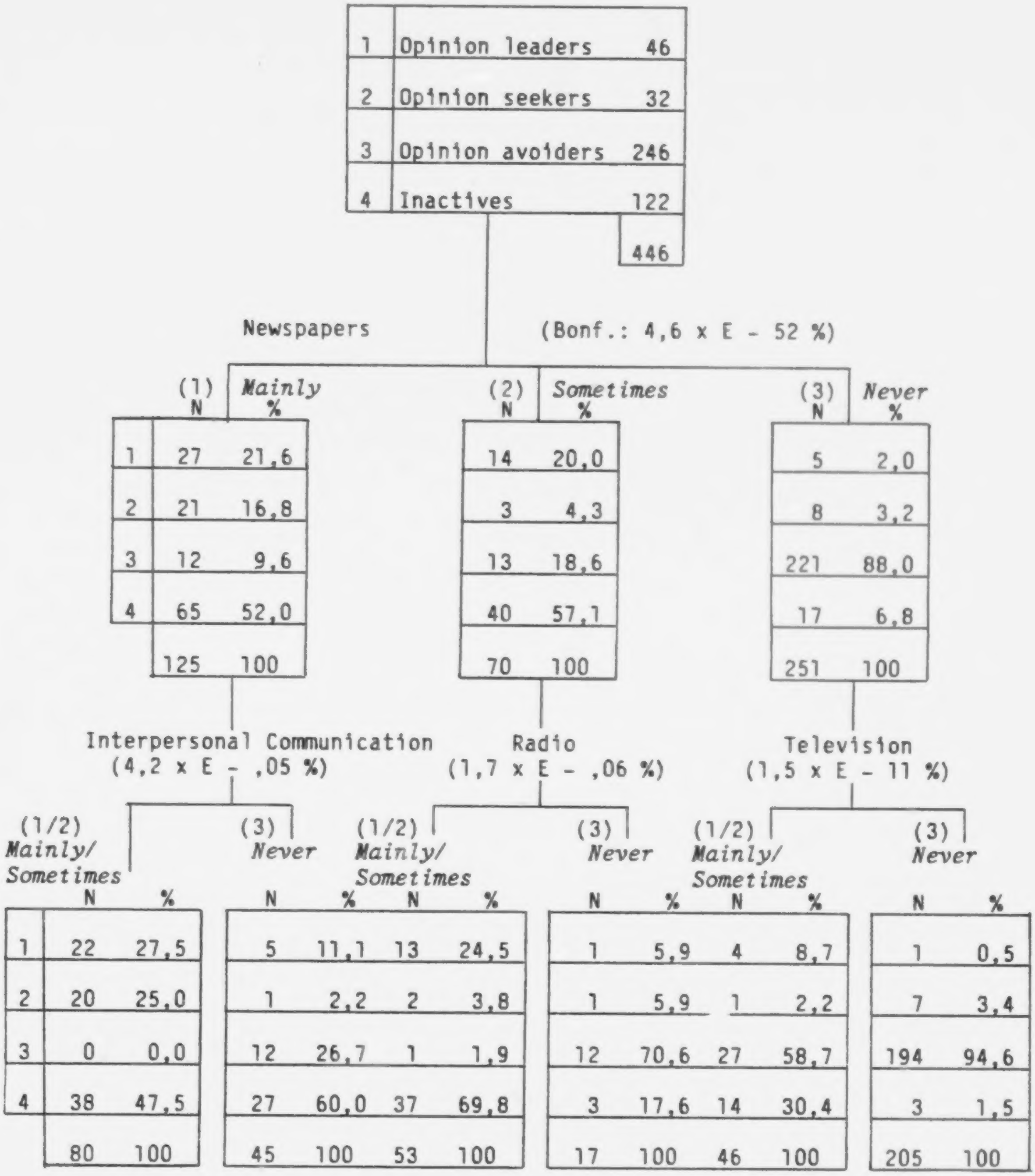

1 Opinion leaders 44
2 Opinion seekers 32
3 Opinion avoiders 236
4 Inactives 115
427
Newspapers
(Bonferroni sign. = 6,956 x 10-37 %)
Yes
N %
1 37 26,2
2 23 16,3
3 15 10,6
4 66 46,8
141 99,9
No
N %
1 7 2,4
2 9 3,1
3 221 77,3
4 49 17,1
286 99,9
Magazines
(Bonf. = 0,00517 %)
Yes
N %
1 32 36,4
2 16 18,2
3 3 3,4
4 37 42,0
88 100
No
N %
5 9,4
7 13,2
12 22,6
29 54,7
53 99,9
Radio
(Bonf. = 0,002942 %)
Yes
N %
3 5,8
4 7,7
27 51,9
18 100
52 100
No
N %
4 1,7
5 2,1
194 82,9
31 13,3
234 100
Television
Yes
No
28
25
Television
Yes
No
12
222

FIGURE 4.10

DENDROGRAM OF OPINION LEADERSHIP IN PUBLIC AFFAIRS WITH RESPECT TO PRIMARY SOURCE OF INFORMATION: QUESTION 49



1	Opinion leaders	46
2	Opinion seekers	32
3	Opinion avoiders	246
4	Inactives	122
		446

Newspapers (Bonf.: 4,6 x E - 52 %)

	(1) Mainly N	%	(2) Sometimes N	%	(3) Never N	%
1	27	21,6	14	20,0	5	2,0
2	21	16,8	3	4,3	8	3,2
3	12	9,6	13	18,6	221	88,0
4	65	52,0	40	57,1	17	6,8
	125	100	70	100	251	100

Interpersonal Communication (4,2 x E - ,05 %)

	(1/2) Mainly/Sometimes N	%	(3) Never N	%
1	22	27,5	5	11,1
2	20	25,0	1	2,2
3	0	0,0	12	26,7
4	38	47,5	27	60,0
	80	100	45	100

Radio (1,7 x E - ,06 %)

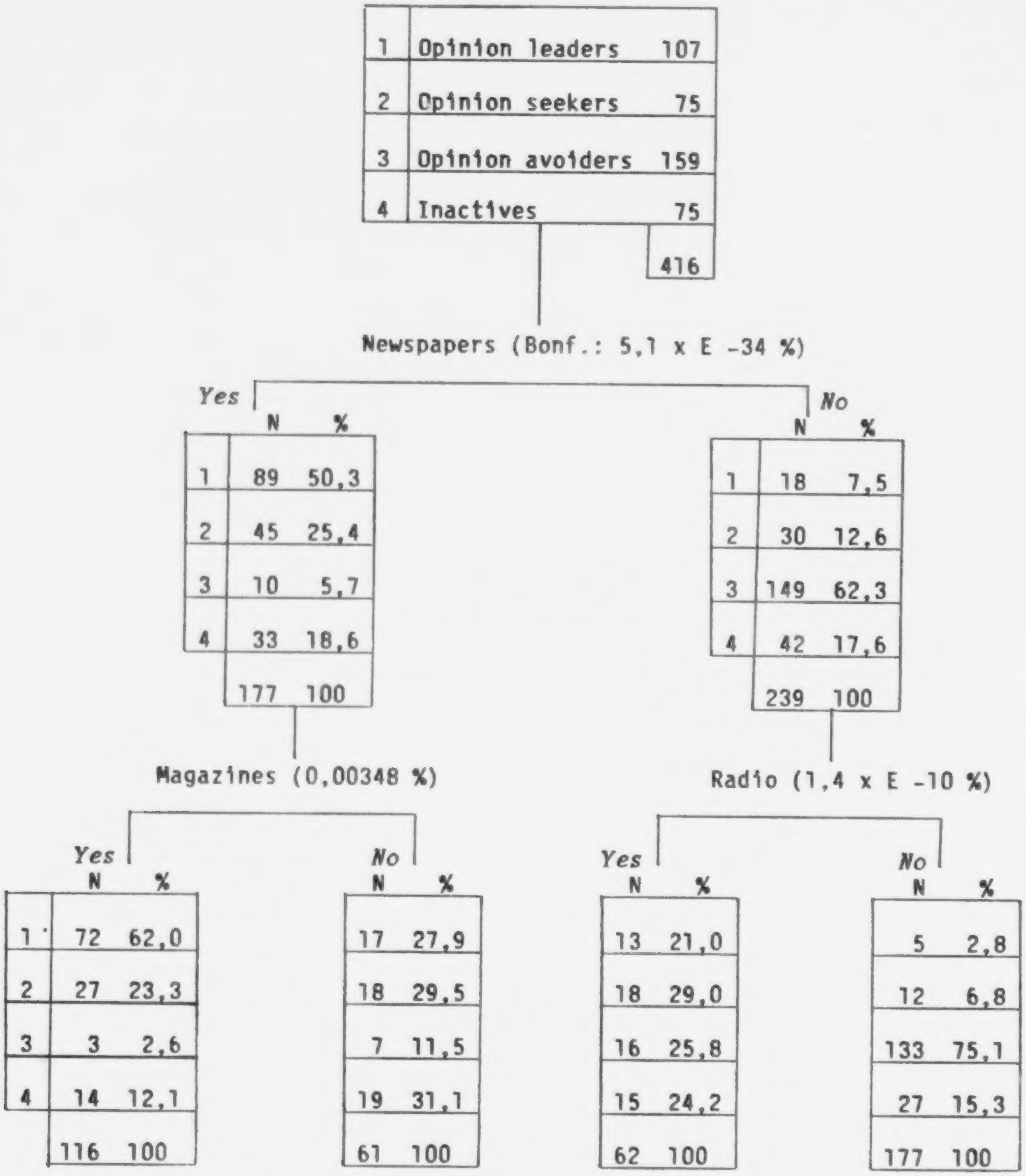
(1/2) Mainly/Sometimes N	%	(3) Never N	%
13	24,5	1	5,9
2	3,8	1	5,9
1	1,9	12	70,6
37	69,8	3	17,6
53	100	17	100

Television (1,5 x E - 11 %)

(1/2) Mainly/Sometimes N	%	(3) Never N	%
4	8,7	1	0,5
1	2,2	7	3,4
27	58,7	194	94,6
14	30,4	3	1,5
46	100	205	100

FIGURE 4.11

DENDROGRAM OF OPINION LEADERSHIP IN EDUCATIONAL MATTERS WITH RESPECT TO PRIMARY SOURCE OF INFORMATION: QUESTION 46



1	Opinion leaders	107
2	Opinion seekers	75
3	Opinion avoiders	159
4	Inactives	75
		416

Newspapers (Bonf.: 5,1 x E -34 %)

Yes

	N	%
1	89	50,3
2	45	25,4
3	10	5,7
4	33	18,6
	177	100

No

	N	%
1	18	7,5
2	30	12,6
3	149	62,3
4	42	17,6
	239	100

Magazines (0,00348 %)

Yes

	N	%
1	72	62,0
2	27	23,3
3	3	2,6
4	14	12,1
	116	100

No

N	%
17	27,9
18	29,5
7	11,5
19	31,1
61	100

Radio (1,4 x E -10 %)

Yes

N	%
13	21,0
18	29,0
16	25,8
15	24,2
62	100

No

N	%
5	2,8
12	6,8
133	75,1
27	15,3
177	100

FIGURE 4.12

DENDROGRAM OF OPINION LEADERSHIP IN EDUCATIONAL MATTERS WITH RESPECT TO PRIMARY SOURCE OF INFORMATION: QUESTION 49

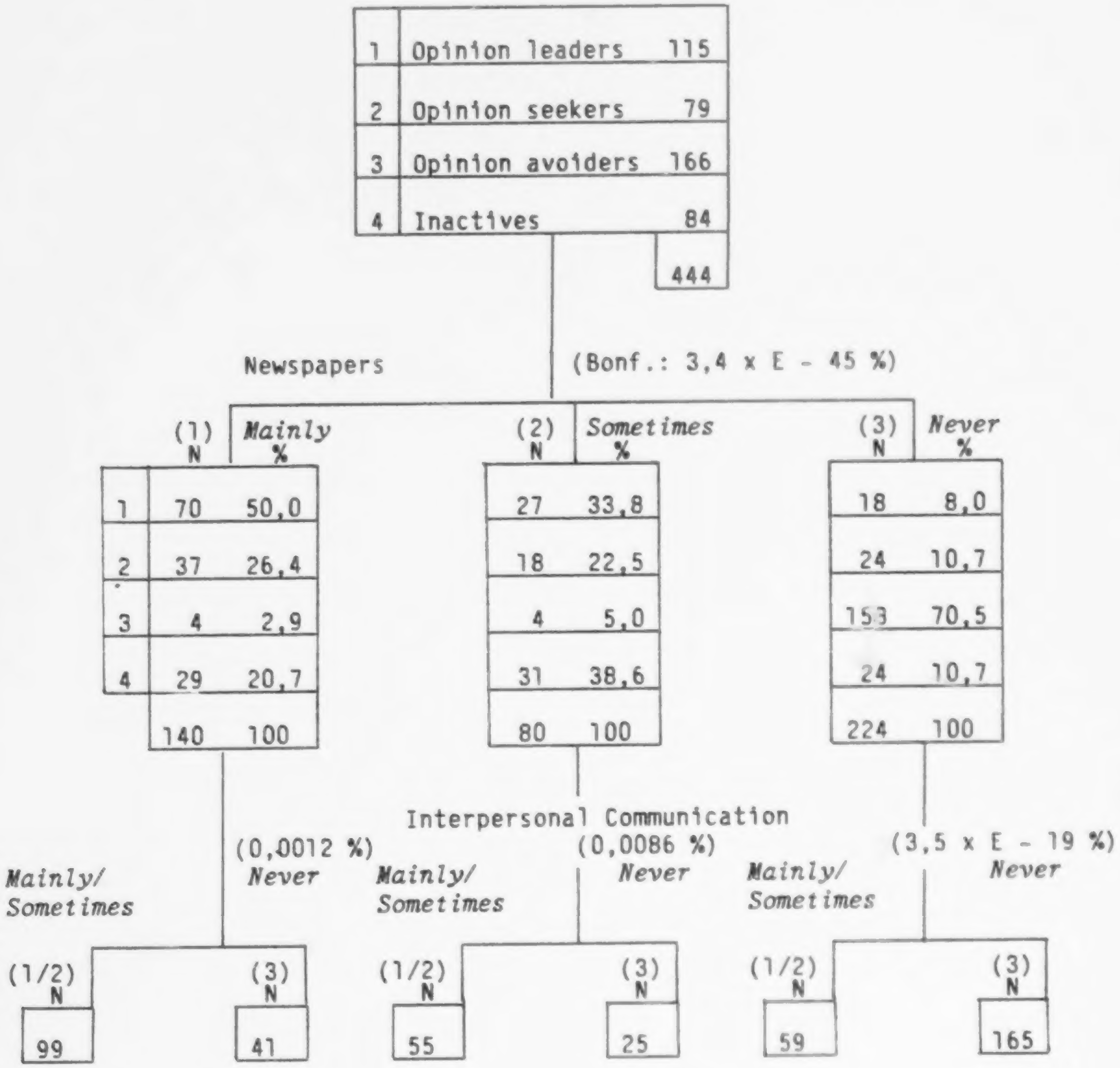
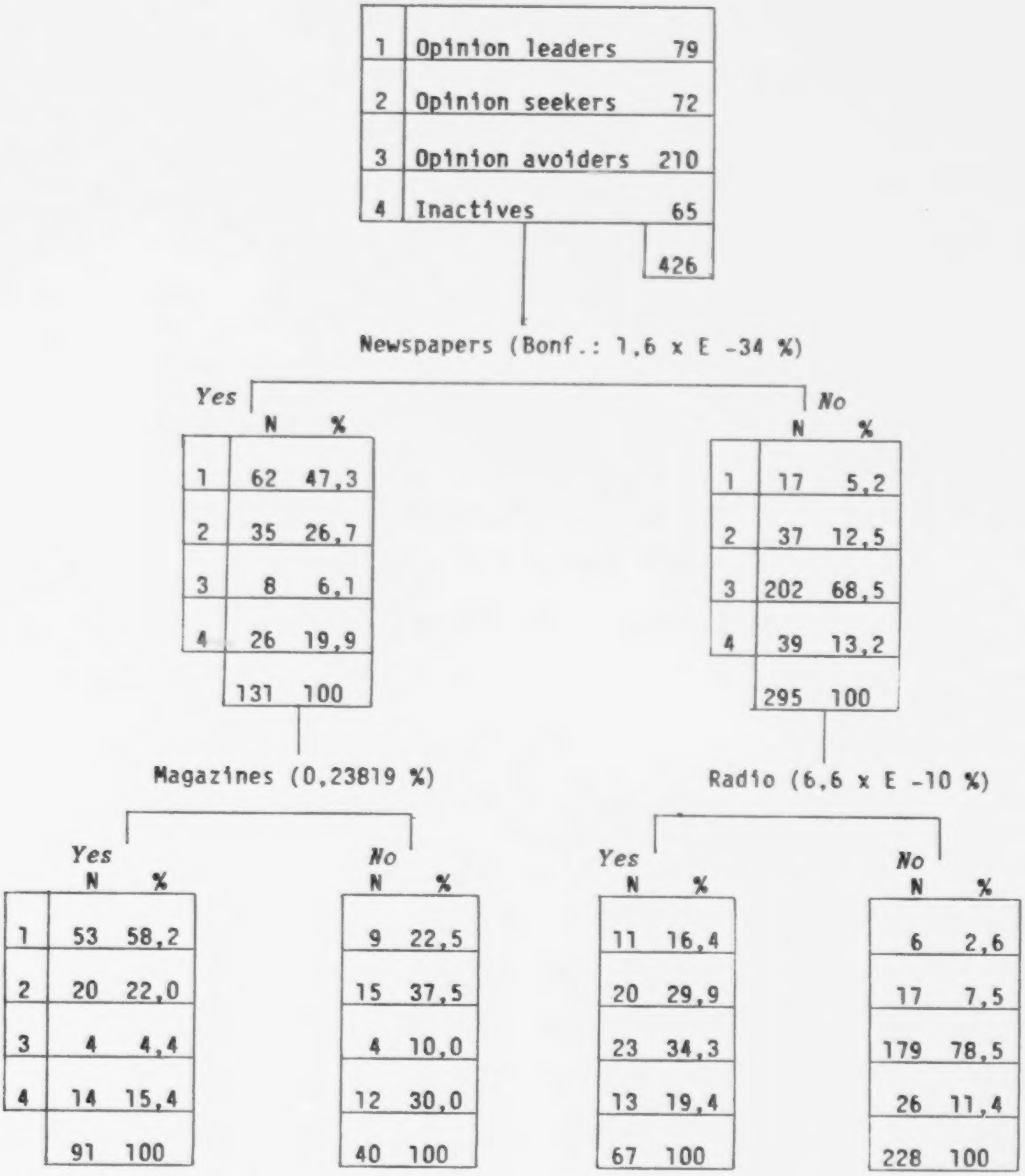

1 Opinion leaders 115
2 Opinion seekers 79
3 Opinion avoiders 166
4 Inactives 84
444
Newspapers
(Bonf.: 3,4 x E - 45 %)
(1) N
Mainly %
1 70 50,0
2 37 26,4
3 4 2,9
4 29 20,7
140 100
(2) N
Sometimes %
27 33,8
18 22,5
4 5,0
31 38,6
80 100
(3) N
Never %
18 8,0
24 10,7
153 70,5
24 10,7
224 100
(0,0012 %)
Mainly/ Sometimes
Never
(1/2) N
99
(3) N
41
Interpersonal Communication
(0,0086 %)
Mainly/ Sometimes
Never
(1/2) N
55
(3) N
25
(3,5 x E - 19 %)
Mainly/ Sometimes
Never
(1/2) N
59
(3) N
165

FIGURE 4.13

DENDROGRAM OF OPINION LEADERSHIP IN FAMILY PLANNING WITH RESPECT TO PRIMARY SOURCE OF INFORMATION: QUESTION 46



1	Opinion leaders	79
2	Opinion seekers	72
3	Opinion avoiders	210
4	Inactives	65
		426

Newspapers (Bonf.: 1,6 x E -34 %)

Yes

	N	%
1	62	47,3
2	35	26,7
3	8	6,1
4	26	19,9
	131	100

No

	N	%
1	17	5,2
2	37	12,5
3	202	68,5
4	39	13,2
	295	100

Magazines (0,23819 %)

Yes

	N	%
1	53	58,2
2	20	22,0
3	4	4,4
4	14	15,4
	91	100

No

N	%
9	22,5
15	37,5
4	10,0
12	30,0
40	100

Radio (6,6 x E -10 %)

Yes

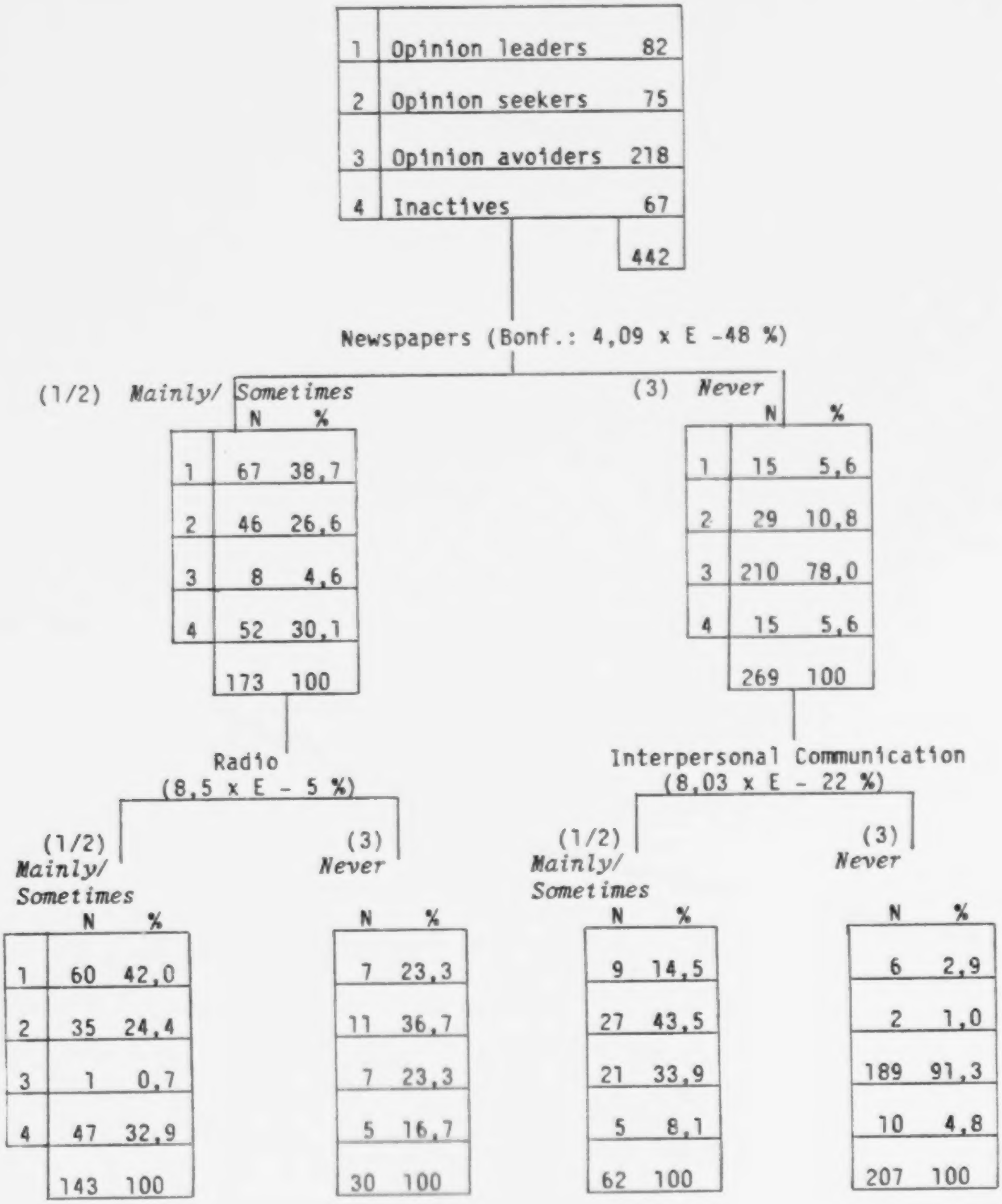
N	%
11	16,4
20	29,9
23	34,3
13	19,4
67	100

No

N	%
6	2,6
17	7,5
179	78,5
26	11,4
228	100

FIGURE 4.14

DENDROGRAM OF OPINION LEADERSHIP IN FAMILY PLANNING WITH RESPECT TO PRIMARY SOURCE OF INFORMATION: QUESTION 49



1	Opinion leaders	82
2	Opinion seekers	75
3	Opinion avoiders	218
4	Inactives	67
		442

Newspapers (Bonf.: 4,09 x E -48 %)

(1/2) *Mainly/ Sometimes*

	N	%
1	67	38,7
2	46	26,6
3	8	4,6
4	52	30,1
	173	100

(3) *Never*

	N	%
1	15	5,6
2	29	10,8
3	210	78,0
4	15	5,6
	269	100

Radio (8,5 x E - 5 %)

(1/2) *Mainly/ Sometimes*

	N	%
1	60	42,0
2	35	24,4
3	1	0,7
4	47	32,9
	143	100

(3) *Never*

N	%
7	23,3
11	36,7
7	23,3
5	16,7
30	100

Interpersonal Communication (8,03 x E - 22 %)

(1/2) *Mainly/ Sometimes*

N	%
9	14,5
27	43,5
21	33,9
5	8,1
62	100

(3) *Never*

N	%
6	2,9
2	1,0
189	91,3
10	4,8
207	100

4.8.2 A log linear analysis

The results indicate that opinion leaders and opinion seekers may be meaningful positively associated with the categories *mainly* and *sometimes* with respect to all three topics (Tables 4.32 to 4.34). The standardized residuals furthermore show that opinion avoiders may be meaningful negatively associated with the categories *mainly* and *sometimes* and positively associated with the category *never* (Tables 4.32 to 4.34). The analysis on Question 46 (Tables 4.35 to 4.37) also indicates that the inactives as well as the opinion leaders and seekers in public affairs are positively associated with the category *yes* whereas the analysis on Question 49 indicates that the inactives are also positively associated with the categories *mainly* and *sometimes* with respect to public affairs and family planning.

The standardized residuals indicate that the model of independence failed in respect of the fit of more than six of the respectively 12 and 16 cells. The findings can therefore be accepted as confirmation of the alternative hypothesis (also Hypothesis 1) that opinion leaders in Atteridgeville make more extensive use of specific sources of information than other people, opinion avoiders in particular. The findings again emphasized the role of the opinion seeker which means that these people are as interested in the topics in question as the opinion leaders (Wright, Cantor 1967).

TABLE 4.32

A LOG LINEAR ANALYSIS ON NEWSPAPERS AS SOURCE OF INFORMATION WITH RESPECT TO OPINION LEADERSHIP IN PUBLIC AFFAIRS: (QUESTION 49)

Respondent subgroups	Newspapers as source of information						
	Mainly		*Sometimes*		*Never*		
	N	R	N	R	N	R	Total
Opinion leaders	27	3,9	14	2,5	5	-4,1	46
Opinion seekers	21	3,9	3	-0,8	8	-2,4	32
Avoiders	12	-6,8	13	-4,1	221	7,0	246
Inactives	65	5,2	40	4,7	17	-6,2	122
Pearson x^2 = 261,3		D.O.F. = 6		P = 0,000			446

TABLE 4.33

A LOG LINEAR ANALYSIS ON NEWSPAPERS AS SOURCE OF INFORMATION WITH RESPECT TO OPINION LEADERSHIP IN EDUCATIONAL MATTERS: (QUESTION 49)

Respondent subgroups	Newspapers as source of information						
	Mainly		*Sometimes*		*Never*		
	N	R	N	R	N	R	Total
Opinion leaders	70	5,6	27	1,3	18	-5,2	115
Opinion seekers	37	2,4	18	0,9	24	-2,5	79
Avoiders	4	-6,6	4	-4,8	158	8,2	166
Inactives	29	0,4	33	4,3	24	-2,9	86
Pearson x^2 = 233,4		D.O.F. = 6		P = 0,000			446

TABLE 4.34

A LOG LINEAR ANALYSIS ON NEWSPAPERS AS SOURCE OF INFORMATION WITH RESPECT TO OPINION LEADERSHIP IN FAMILY PLANNING: (QUESTION 49)

Respondent subgroups	Newspapers as source of information						
	Mainly		*Sometimes*		*Never*		
	N	R	N	R	N	R	Total
Opinion leaders	45	5,9	23	2,5	15	-5,0	83
Opinion seekers	25	1,8	21	2,4	30	-2,4	76
Avoiders	6	-6,2	2	-5,6	210	6,9	218
Inactives	26	2,6	27	4,7	16	-4,1	68
Pearson x^2 = 242,1		D.O.F. = 6		P = 0,000			446

TABLE 4.35

A LOG LINEAR ANALYSIS ON NEWSPAPERS AS SOURCE OF INFORMATION WITH RESPECT TO OPINION LEADERSHIP IN PUBLIC AFFAIRS: (QUESTION 46)

Respondent subgroups	Newspapers as source of information						
	Yes		*No*		*No response*		
	N	R	N	R	N	R	Total
Opinion leaders	39	6,1	7	-4,2	0	-0,5	46
Opinion seekers	23	3,8	9	-2,7	0	-0,2	32
Avoiders	16	-7,1	227	5,1	3	-0,6	246
Inactives	67	4,3	51	-3,3	4	1,3	122
Pearson x^2 = 185,91		D.O.F. = 6		P = 0,00			446

TABLE 4.36

A LOG LINEAR ANALYSIS ON NEWSPAPERS AS SOURCE OF INFORMATION WITH RESPECT TO OPINION LEADERSHIP IN EDUCATIONAL MATTERS: (QUESTION 46)

Respondent subgroups	Newspapers as source of information						
	Yes		*No*		*No response*		
	N	R	N	R	N	R	Total
Opinion leaders	93	6,5	18	-5,6	4	-0,4	115
Opinion seekers	46	2,3	31	-1,8	2	-0,6	79
Avoiders	10	-7,1	150	6,3	6	-0,5	166
Inactives	36	0,0	43	-0,5	7	1,7	86
Pearson x^2 = 176,2 D.O.F. = 6 P = 0,00							446

TABLE 4.37

A LOG LINEAR ANALYSIS ON NEWSPAPERS AS SOURCE OF INFORMATION WITH RESPECT TO OPINION LEADERSHIP IN FAMILY PLANNING: (QUESTION 46)

Respondent subgroups	Newspapers as source of information						
	Yes		*No*		*No response*		
	N	R	N	R	N	R	Total
Opinion leaders	63	7,6	17	-5,2	3	0,4	83
Opinion seekers	36	2,7	37	-2,0	3	0,6	76
Avoiders	8	-7,1	206	5,0	4	-1,0	218
Inactives	27	1,4	39	-1,1	3	0,8	69
Pearson x^2 = 175,27 D.O.F. = 6 P = 0,00							446

4.8.3 Newspapers

Due to the importance of newspaper reading (CHAID-analysis) a frequency table was drawn in order to determine which newspapers are mainly read. Two newspapers, namely the *Sowetan* and the *Pretoria News* were identified as the papers with the highest percentage of readers (Table 4.38). A log linear analysis was performed on the two newspapers in order to determine whether any significant association existed between opinion leaders and any of the two papers.

The results indicate that there seems to be valid grounds for assuming that the opinion leaders in the three topics may be positively associated with the category *yes* with respect to the *Sowetan* (Table 4.39). The standardized residuals also show that the inactives may be negatively associated with the category *yes*. The same findings are applicable to the *Pretoria News* except that there seems to be some grounds for assuming that the opinion seekers in public affairs may also be positively associated with the category *yes* (Table 4.40). From these findings it seems possible to hypothesize that opinion leadership in the three topics in Atteridgeville is related to the reading of the *Sowetan* and the *Pretoria News*. The model of independence failed due to the fit of respectively three or more of the 8 cells.

TABLE 4.38

OBSERVED FREQUENCY TABLE ON NEWSPAPER READING

Newspaper	Frequency
Citizen	13
Sunday Times	71
The Star	77
Rand Daily Mail	110
Pretoria News	132
Sowetan	164

TABLE 4.39

A LOG LINEAR ANALYSIS ON OPINION LEADERSHIP IN RESPECTIVELY PUBLIC AFFAIRS, EDUCATIONAL MATTERS AND FAMILY PLANNING REGARDING THE *SOWETAN* AS SOURCE OF INFORMATION

Respondent subgroups		Public affairs			Education			Family planning		
		Yes	*No*	Total	*Yes*	*No*	Total	*Yes*	*No*	Total
Opinion leaders	N	23	23	46	53	62	115	38	45	83
	R	2,9	-1,8		3,1	-2,0		2,3	-1,6	
Opinion seekers	N	10	22	32	30	49	79	27	49	76
	R	0,5	-0,3		1,3	-0,8		0,6	-0,4	
Opinion avoiders	N	73	173	246	39	127	166	65	153	218
	R	0,7	-0,4		-1,6	1,0		-0,5	0,3	
Inactives	N	0	64	64	0	44	44	0	35	35
	R	-4,1	2,5		-3,6	2,4		-3,2	2,2	
Pearson x^2		36,12			37,65			23,91		
D.O.F.		3			3			3		
Prob.		0,000			0,000			0,000		

TABLE 4.40

A LOG LINEAR ANALYSIS ON OPINION LEADERSHIP IN RESPECTIVELY PUBLIC AFFAIRS, EDUCATIONAL MATTERS AND FAMILY PLANNING REGARDING THE *PRETORIA NEWS* AS SOURCE OF INFORMATION

Respondent subgroups		Public affairs			Education			Family planning		
		Yes	*No*	Total	*Yes*	*No*	Total	*Yes*	*No*	Total
Opinion leaders	N	22	24	46	49	56	115	38	45	83
	R	4,0	-2,1		3,9	-2,2		3,8	-2,2	
Opinion seekers	N	14	18	32	27	52	79	24	52	76
	R	2,9	-1,5		1,8	-1,0		1,2	-0,7	
Opinion avoiders	N	46	200	246	25	141	166	41	177	218
	R	-0,7	0,4		-2,4	1,4		-1,8	1,0	
Inactives	N	0	72	72	0	55	55	0	40	40
	R	-3,8	2,0		-3,6	2,0		-3,0	1,8	
Pearson x^2		49,79			49,37			38,05		
D.O.F.		3			3			3		
Prob.		0,000			0,000			0,000		

4.8.4 The Radio

A CHAID-analysis was performed in order to determine which radio service might be the best predictor of the variation in the sample (dependent variable). A different predictor was identified for each of the three topics:

Radio Bophuthatswana was the best predictor of the variation in the dependent variable with respect to public affairs (Figure 4.15);

Channel 702 was identified as the best predictor of the variation in the dependent variable with respect to educational matters (Figure 4.16), and

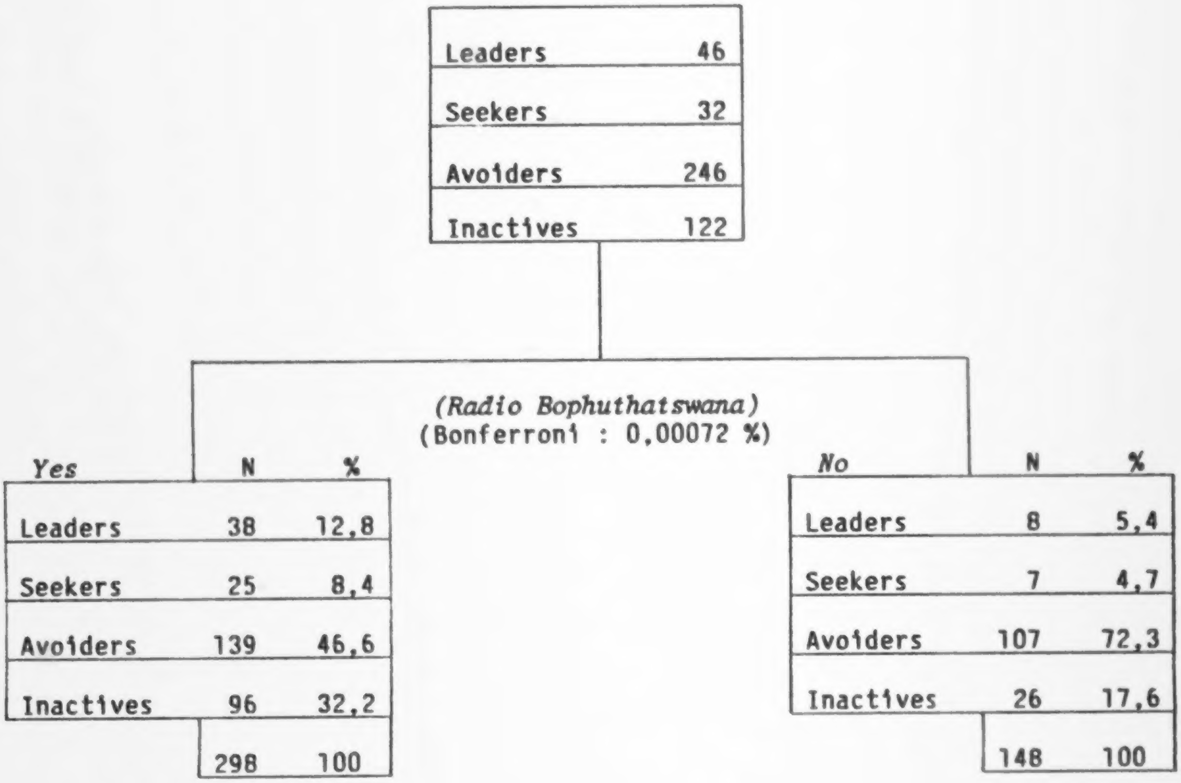
Radio 5 as the best predictor of the variation with respect to family planning (Figure 4.17).

A log linear analysis was subsequently performed to determine whether opinion leaders might be meaningfully associated with the specific radio service. From the standardized residuals (Tables 4.41 to 4.43) it appears that opinion leaders in public affairs might not be meaningfully associated with the categories regarding *Radio Bophuthatswana*. However, there seems to be some grounds for assuming that the opinion leaders in educational matters and family planning are positively associated with the category *yes*. The results also reveal that the opinion avoiders are negatively associated with the particular radio service. The findings can therefore confirm the hypothesis that opinion leadership in Atteridgeville is related to a particular radio service station.

111

FIGURE 4.15

DENDROGRAM OF CHAID-ANALYSIS ON RADIO SERVICE PREFERENCE WITH RESPECT TO OPINION LEADERSHIP IN PUBLIC AFFAIRS



Leaders	46
Seekers	32
Avoiders	246
Inactives	122

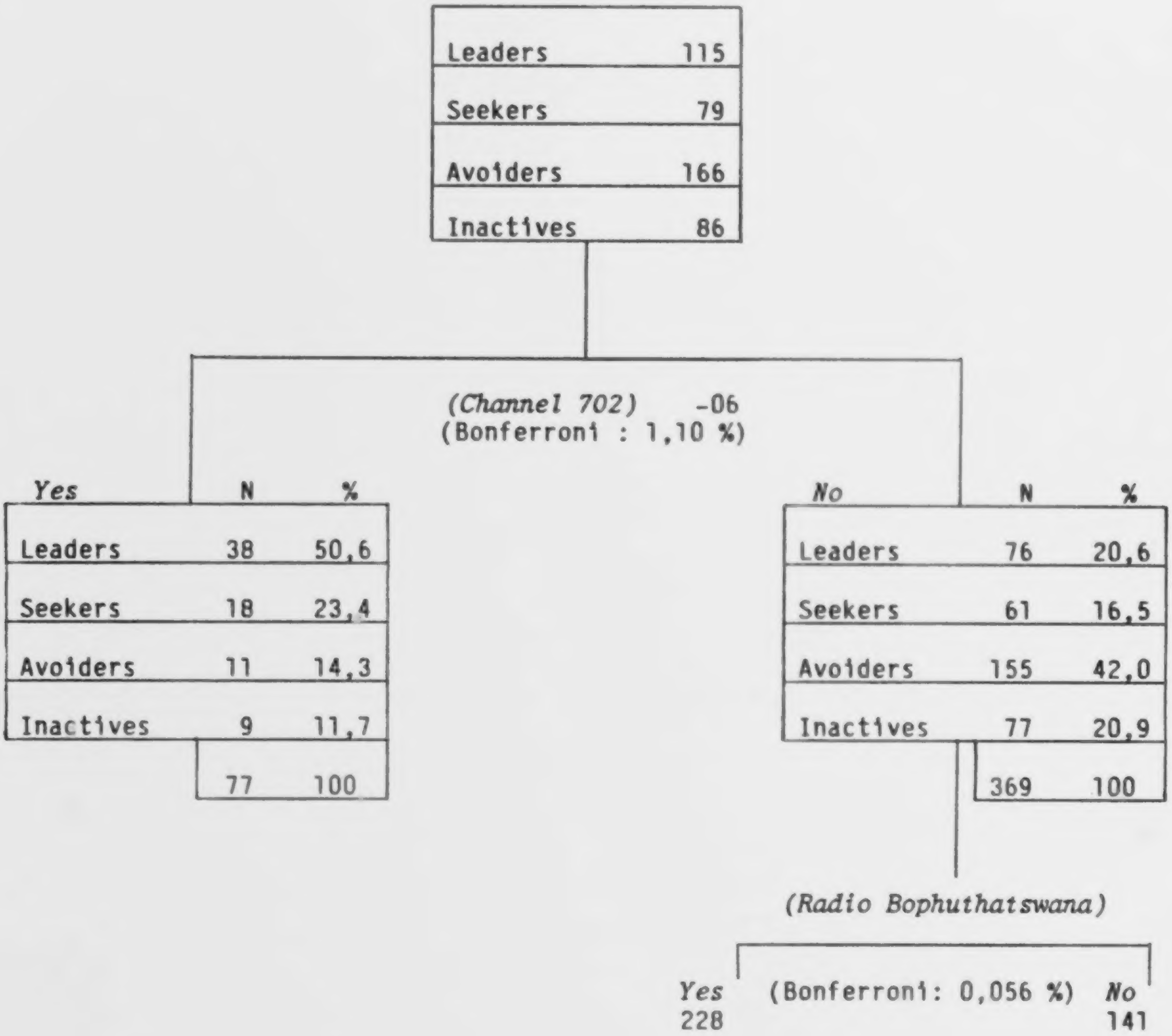
(Radio Bophuthatswana)
(Bonferroni : 0,00072 %)

Yes	N	%
Leaders	38	12,8
Seekers	25	8,4
Avoiders	139	46,6
Inactives	96	32,2
	298	100

No	N	%
Leaders	8	5,4
Seekers	7	4,7
Avoiders	107	72,3
Inactives	26	17,6
	148	100

FIGURE 4.16

DENDROGRAM OF CHAID-ANALYSIS ON RADIO SERVICE PREFERENCE WITH RESPECT TO OPINION LEADERSHIP IN EDUCATIONAL MATTERS



Leaders	115
Seekers	79
Avoiders	166
Inactives	86

(Channel 702) -06
(Bonferroni : 1,10 %)

Yes	N	%
Leaders	38	50,6
Seekers	18	23,4
Avoiders	11	14,3
Inactives	9	11,7
	77	100

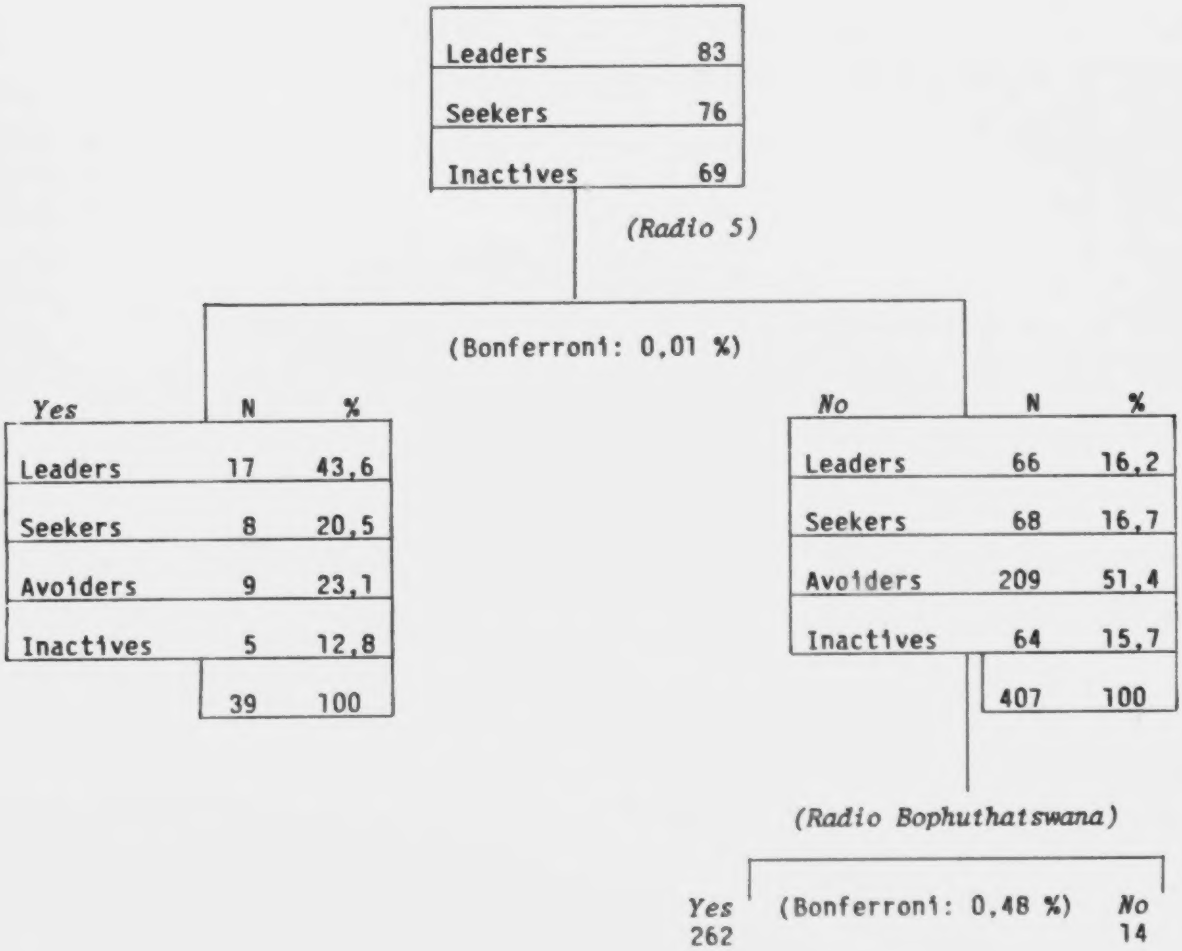
No	N	%
Leaders	76	20,6
Seekers	61	16,5
Avoiders	155	42,0
Inactives	77	20,9
	369	100

(Radio Bophuthatswana)

Yes (Bonferroni: 0,056 %) *No*
228 141

FIGURE 4.17

DENDROGRAM OF CHAID-ANALYSIS ON RADIO SERVICE PREFERENCE WITH RESPECT TO OPINION LEADERSHIP IN FAMILY PLANNING



Leaders	83
Seekers	76
Inactives	69

(Radio 5)
(Bonferroni: 0,01 %)

Yes	N	%
Leaders	17	43,6
Seekers	8	20,5
Avoiders	9	23,1
Inactives	5	12,8
	39	100

No	N	%
Leaders	66	16,2
Seekers	68	16,7
Avoiders	209	51,4
Inactives	64	15,7
	407	100

(Radio Bophuthatswana)
Yes
262
(Bonferroni: 0,48 %)
No
14

TABLE 4.41

A LOG LINEAR ANALYSIS ON OPINION LEADERSHIP IN PUBLIC AFFAIRS WITH RESPECT TO *RADIO BOPHUTHATSWANA*

Respondent subgroups		*Radio Bophuthatswana*		
		Yes	*No*	Total
Opinion leaders	N	38	8	46
	R	1,3	-1,8	
Opinion seekers	N	25	7	32
	R	0,7	-1,1	
Opinion avoiders	N	139	107	246
	R	-2,0	2,8	
Inactives	N	96	26	122
	R	1,6	-2,3	
Pearson x^2 : D.O.F.: 3		25,82 Prob: 0,00		446

TABLE 4.42

A LOG LINEAR ANALYSIS ON OPINION LEADERSHIP IN EDUCATIONAL MATTERS WITH RESPECT TO *CHANNEL 702*

Respondent subgroups		*Channel 702*		
		Yes	*No*	Total
Opinion leaders	N	39	76	115
	R	4,2	-2,0	
Opinion seekers	N	18	61	79
	R	1,2	-0,5	
Opinion avoiders	N	11	155	166
	R	-3,3	1,5	
Inactives	N	9	77	86
	R	-1,5	0,7	
Pearson x^2 : D.O.F.: 3		39,30 Prob: 0,00		446

TABLE 4.43

A LOG LINEAR ANALYSIS ON OPINION LEADERSHIP IN FAMILY PLANNING WITH RESPECT TO *RADIO 5*

Respondent subgroups		*Radio 5*		Total
		Yes	*No*	
Opinion leaders	N	17	66	83
	R	3,6	-1,1	
Opinion seekers	N	8	68	76
	R	0,6	-0,2	
Opinion avoiders	N	9	209	218
	R	-2,3	0,7	
Inactives	N	5	64	69
	R	-0,3	0,1	
Pearson x^2 :		20,44		446
D.O.F.: 3		Prob: 0,00		

4.8.5 Magazines

A frequency table compiled on the percentage of respondents that read a particular magazine, indicated that *Pace*, *Bona* and *Drum* had the highest percentage of readers compared with other magazines (Table 4.44). A CHAID-analysis was also done in order to determine which magazine could be the best predictor of the variation in the sample with respect to the dependent variables. No prediction was possible. This implies that opinion leadership in Atteridgeville for the three topics is not related to the reading of a specific magazine.

TABLE 4.44

OBSERVED FREQUENCY TABLE ON MAGAZINE READING

Magazine	Frequency
Fair Lady	34
Living and Loving	37
Scope	109
Drum	133
Bona	152
Pace	167

Opinion leadership in Atteridgeville seem to be meaningfully related to the reading of the *Sowetan* and the *Pretoria News*. The results furthermore indicate that the Opinion leaders in educational matters and family planning are related to a specific radio station (*Channel 702* and *Radio 5* respectively). The results lastely indicate that opinion leadership is not related to leadership of a specific magazine.

4.9 HYPOTHESIS 9: OPINION LEADERSHIP WITH RESPECT TO MORE THAN ONE TOPIC

Two-way contingency tables were compiled to determine if any meaningful association exists with respect to opinion leadership and other non-related topics. The results indicate that a relatively high association exists with respect to opinion leadership for the three topics respectively (Tables 4.45 to 4.47). It is possible then to assume that opinion leaders for one topic may act as opinion leaders for another. The findings are therefore in favour of the alternative hypothesis: Opinion leaders in Atteridgeville may act as opinion leaders for a variety of topics. The null hypothesis is accordingly rejected.

TABLE 4.45

CONTINGENCY TABLE ON OPINION LEADERSHIP IN PUBLIC AFFAIRS AND OPINION LEADERSHIP IN EDUCATIONAL MATTERS

Public affairs	Educational matters				
Respondent subgroups	Opinion leaders	Opinion seekers	Opinion avoiders	Inactives	Total
Opinion leaders	30	3	6	7	46
Opinion seekers	6	14	9	3	32
Opinion avoiders	37	35	142	32	246
Inactives	42	27	9	44	122
TOTAL	115	79	166	86	446
x^2 : 151,21	D.O.F.: 9	Phi-coef: 0,582		Cont. Coef: 0,503	

TABLE 4.46

CONTINGENCY TABLE ON OPINION LEADERSHIP IN PUBLIC AFFAIRS AND OPINION LEADERSHIP IN FAMILY PLANNING

Public affairs	Family planning				
Respondent subgroups	Opinion leaders	Opinion seekers	Opinion avoiders	Inactives	Total
Opinion leaders	23	1	13	9	46
Opinion seekers	4	14	10	4	32
Opinion avoiders	31	40	163	12	246
Inactives	25	21	32	44	122
TOTAL	83	76	218	69	446
x^2 : 135,47	D.O.F.: 9	Phi-coef: 0,551		Cont. Coef: 0,483	

TABLE 4.47

CONTINGENCY TABLE ON OPINION LEADERSHIP IN EDUCATIONAL MATTERS AND OPINION LEADERSHIP IN FAMILY PLANNING

Education	Family planning				
Respondent	Opinion leaders	Opinion seekers	Opinion avoiders	Inactives	Total
Opinion leaders	54	6	3	22	115
Opinion seekers	3	40	22	14	79
Opinion avoiders	14	13	135	4	166
Inactives	12	17	28	29	86
TOTAL	83	76	218	69	446
x^2 : 234,84	D.O.F.: 9	Phi-coef: 0,551		Cont. Coef: 0,587	

5. SUMMARY AND CONCLUSION

The aim of this research project was to identify opinion leaders for public affairs, educational matters and family planning in Atteridgeville. An opinion leadership scale was developed for this purpose. The opinion leadership phenomenon was examined within the context of certain identified characteristics of opinion leaders compared to non-leaders. An attempt was furthermore made to construct an opinion leadership profile.

Several statistical techniques were used to analyse the data with respect to the hypotheses set. The CHAID-programme was used as an exploratory technique to analyse the data and test for any structural relation between qualitative variables. The log linear *model analysis* was used to examine the data for any degree of association between the independent and dependent variables. The ANOVA-Duncan program was used to examine the interactions between the means of the subpopulation group with regard to specific dependent variables, e.g. the differences in the average television-viewing time of opinion leaders and non-leaders.

5.1 OPINION LEADERSHIP IN PUBLIC AFFAIRS

The results of the study indicate that opinion leaders in Atteridgeville are probably more exposed to the mass media than non-leaders and opinion avoiders in particular. In other words, the opinion leaders spend more time reading newspapers, listening to radio programmes and watching television. Although no statistically significant association was found between opinion leadership and magazine reading, it seems that opinion leaders probably read magazines more often than opinion avoiders.

The results also indicate that opinion leaders may participate more in interpersonal communication than avoiders or inactives. They are more aware of their role and status as opinion leaders than the non-leaders.

The analyses also indicate that opinion leadership in public affairs is not associated with age or sex, or to high socio-economic status.

Opinion leaders, however, seem to be socially more active than most avoiders and inactives. It also appears that opinion leaders may be positively associated with White change agent contact.

It was also found that newspapers seem to be the most important source of information, with the *Sowetan* and *Pretoria News* as the most widely read newspapers. *Radio Bophuthatswana* was found to be the most favoured and popular radio service. Opinion leaders were also found to act as opinion seekers, avoiders or inactives for other topics.

5.2 OPINION LEADERSHIP IN EDUCATION

Opinion leaders for educational matters have shown the following characteristics: They are more exposed to the mass media than non-leaders and opinion avoiders in particular. They seem to be more active in interpersonal communication, and tend to be more aware of their role and status as opinion leaders within the group.

The results also indicate that opinion leadership is a function of age, but not of sex. Opinion leadership does not appear to be associated with educational qualifications. Opinion leaders, however, are educationally better qualified and socially more active than non-leaders. The analysis also indicates that opinion leaders may be more positively associated with White change agent contact than non-leaders.

Newspapers were found to be the primary source of information, with the *Sowetan* and the *Pretoria News* as the most widely read papers. *Channel 702* was found to be the most popular radio service.

The findings also seem to indicate that the opinion leaders for educational matters may act as opinion leaders, seekers, avoiders or inactives for other topics.

5.3 OPINION LEADERSHIP IN FAMILY PLANNING

With respect to family planning the following results were obtained. Opinion leaders appear to be more exposed to the mass media, more active in interpersonal communication, and more aware of their role and status than non-leaders.

The results indicate that opinion leadership is not associated with age, nor with sex. However, males in particular seem to be opinion avoiders rather than seekers, inactives or leaders. The results also indicate that opinion leaders may be associated with a higher income than non-leaders, they seem to be socialy more active than non-leaders, and are also positively related to White change agent contact.

More opinion leaders tend to use newspapers as primary source of information, with the *Sowetan* and *Pretoria News* as the most widely read newspapers. *Radio 5* was found to be the most popular radio service among opinion leaders for family planning. Finally, the opinion leaders appear to act as opinion leaders, seekers, avoiders and inactives for other topics.

5.4 OPINION AVOIDING

Significant percentages (55, 37 and 48) of the samples were found to be opinion avoiders for respectively public affairs, educational matters and family planning. They were identified as people who do not or cannot read, who are to a certain extent far less exposed to the mass media than the other groups, and seem to be less active in interpersonal communication than the others. They may well be associated with the kind of individuals whom Hyman and Sheatsley (1947 : 412 - 423) termed the "*... hard core of cronic know-nothings*" in society. By contrast, the opinion avoiders seem to be relatively isolated from the flow of communication. Not only do they seem to avoid seeking the views or advice of others, but they also make relatively little use of other sources of information.

5.5 OPINION SEEKING AND INACTIVITY

The results of this study support the findings of Wright and Cantor (1967) that opinion seekers play as important a role in facilitating the flow of personal influence and communication as the opinion leaders.

The results indicate that this may be true for the inactives as well, who may be latent seekers or even opinion leaders, depending probably on the situation, circumstances and topic(s) of interest. This study has found that opinion seekers differ slightly from inactives in certain respects, while both groups are active participants in the communication system. It was found that many opinion seekers and inactives serve as opinion leaders for other topics. It appears that given the opportunity these people might engage in opinion leadership activity regardless of the topic, ór selectively topic by topic.

5.6 CONCLUSION AND ASSESSMENT

The fact that certain individuals facilitate specific roles on any topic concurrently, has important implications for developing our understanding of the role of personal influence in the communication process, which may take us beyond the opinion leader and non-leader concept. Troldahl and Van Dam (1965/66) and Robinson (1976) have suggested that differences in communication behaviour between opinion leaders and non-leaders may have been influenced by the characteristics of opinion avoiders and inactives who were included with opinion seekers in the general category of non-leaders.

This study underscores the need to extent and refine these concepts further in order to achieve a fuller understanding of the process of mass communication and the two-step flow theory.

It is recommended that further studies be undertaken to examine this phenomenon in various other fields, in other words that the communication patterns of identified opinion leaders be studied further, the role of opinion leaders in the labour field be examined and the role of the mass media, institutional leaders, intellectuals, elite minority and political leaders in opinion formation be investigated.

The findings of research with regard to opinion leaders would be of great practical value in explaining and enhancing the desired effects of the mass media and interpersonal communication in future guidance and educational campaigns.

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APPENDIX A

B GREGARIOUSNESS

16 *Ingabe ulilunga lenye yalezizinhlangano ezilandelayo?*
Are you a member of any of the following organizations?
Na o setho/leloko le enngwe ya ditlamo tse latelang?

	Yes	No		
Black Parent's Association	1	2		29
Writers' and Actors' Association	1	2		30
Parent-Teachers' Association	1	2		31
Teachers' Association	1	2		32
Taxi Owners' Association	1	2		33
Transport Association	1	2		34
African Traders' Association	1	2		35
Shebeen Owners' Association	1	2		36
Media Workers' Association	1	2		37
Inkatha	1	2		38
Student Council/Prefect body at school	1	2		39
Labour of trade unions	1	2		40
Sport clubs	1	2		41
PWV Single Parents' Association	1	2		42
Congress of South African Students	1	2		43
Church organizations	1	2		44
Other (specify)				45

INSTRUCTIONS: IF RESPONDENT IS NOT A MEMBER OF ANY OF THE ABOVEMENTIONED ORGANISATIONS, OMIT QUESTIONS 17-18 AND START AT QUESTION 19 AGAIN.

17 *Ingabe uyile emihlangaweni yaleziz inhlangano lapho ulilunga khona ngokugewele (Okungenani eye 3 kuneyi 4 imihlangano ebikhona); lapho nalapho 1 or 2 yemihlangano kuyo kwemine ebikhona); angizange noma engikase (ngdye kowodudwa kweyi 8 imihlangano ebikhona)?*
Do you attend the meetings of these organisations of which you are a member regularly (at least 3 of the last 4 meetings held), now and then (1 or 2 meetings of the last 4 meetings held), never or hardly ever (1 of the last 8 meetings held)?
O kila wa teena dikopano (domithing) tsa ditlamo tse a beng setho/leloko la tsona?

	N.a.	Yes - regularly	Now and then	No never or hardly ever		
Black Parents' Association	0	1	2	3		46
Writers' and Actors' Association	0	1	2	3		47
Parent-Teachers' Association	0	1	2	3		48
Teachers' Association	0	1	2	3		49
Taxi Owners' Association	0	1	2	3		50
Transport Association	0	1	2	3		51
African Traders' Association	0	1	2	3		52
Shebeen Owners' Association	0	1	2	3		53
Media Workers' Association	0	1	2	3		54
Inkatha	0	1	2	3		55
Student Council/Prefect body at school	0	1	2	3		56
Labour or trade unions	0	1	2	3		57
Sport clubs	0	1	2	3		58
PWV Single Parents' Association	0	1	2	3		59
Congress of South Africa Students	0	1	2	3		60
Church organizations	0	1	2	3		61
Other (specify)	0	1	2	3		62

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START CARD NO 2

19 *Ingabe uyaya kulezizinhlangano zamaqembu ngokuvamile?*
Do you attend or participate in any of the following group activities regularly?
Na o a thama goba o tsaya karolo mo ditlamong gantshinyana?

	Yes - regularly	Now and then	No - never or hardly ever		
Church rallies	1	2	3		1
Visiting shebeens	1	2	3		2
Attending cultural meetings (e.g. debating, drama, ballet, etc.)	1	2	3		3
Youth clubs (e.g. Boy Scouts)	1	2	3		4
Stokfell	1	2	3		5
Family feasts	1	2	3		6
Gomba-Gomba	1	2	3		7
Hostel meetings	1	2	3		8
Home-keeping clubs (e.g. interior decorating, beautification of home, etc.)	1	2	3		9
Dance clubs	1	2	3		10
Visiting beerhalls	1	2	3		11
Gigi	1	2	3		12
Manyano or Merapelo	1	2	3		13
Meetings (e.g. held by health inspectors, nurses, Administration Board officials, etc.)	1	2	3		14
Other (specify)	1	2	3		15

27 *Ulalela siphi isiteshi somsakazo kanthi kangakanani ngosuku?*
To which radio service(s) do you normally listen and how regularly each day?
Ke seteisene (goba diteishene dife) sefe seo o se theeletsago ka mehle le gore o se theeletsa ga kaakang ka letsatsi?

	Yes	No	N.a.	Less than an hour	1-3 hours	3 hours and more		
Radio Bantu	1	2	0	1	2	3		39-40
Springbok Radio	1	2	0	1	2	3		41-42
Radio Highveld	1	2	0	1	2	3		43-44
Radio 5	1	2	0	1	2	3		45-46
Channel 702	1	2	0	1	2	3		47-48
Radio Bophuthatswana	1	2	0	1	2	3		49-50
English	1	2	0	1	2	3		51-52
Afrikaans	1	2	0	1	2	3		53-54

START CARD NO 3

Uchithe amahora amangaki ubukele i thelevishini; svakini eledlule, ku TV1 noma TV 2/3?
How many hours did you spend watching television each day last week on TV1 and TV 2/3?
Ke di-ri tse kae ka letsatsi tse o di-dutsego o lebeletse televisene mo bekeng ya go feta le gore ke lenaneng lefe, (TV1 ya Babasue goba TV 2/3 ya Babaso) leo o beng ole lebeletse ku?

	TV1				TV2/3					
	N.a. - do not watch TV	Less than 1 hour	1-3 hours	3 hours+	N.a. - do not watch TV	Less than 1 hour	1-3 hours	3 hours+		
Monday	0	1	2	3	0	1	2	3		1-2
Tuesday	0	1	2	3	0	1	2	3		3-4
Wednesday	0	1	2	3	0	1	2	3		5-6
Thursday	0	1	2	3	0	1	2	3		7-8
Friday	0	1	2	3	0	1	2	3		9-10
Saturday	0	1	2	3	0	1	2	3		11-12
Sunday	0	1	2	3	0	1	2	3		13-14

START CARD NO 3

29(a) *Uchithe amahora amangaki ubukele i thelevishini; ngosuku, evikini eledlule, ku TV1 noma TV2/3?*
How many hours did you spend watching television each day last week on TV1 and TV2/3?
Ke di-iri tse kae ka letsatsi tse o di-dutsego o lebeletse televisene mo bekeng ya go feta le gore ke lemanego lefe, (TV1 ya Babaswe goba TV2/3 ya Babaso) leo o beng ole lebeletse ka?

	TV 1				TV2/3					
	N.a.- do not watch TV	Less than 1 hour	1-3 hours	3 hours+	N.a.- do not watch TV	Less than 1 hour	1-3 hours	3 hours+		
Monday	0	1	2	3	0	1	2	3		1-2
Tuesday	0	1	2	3	0	1	2	3		3-4
Wednesday	0	1	2	3	0	1	2	3		5-6
Thursday	0	1	2	3	0	1	2	3		7-8
Friday	0	1	2	3	0	1	2	3		9-10
Saturday	0	1	2	3	0	1	2	3		11-12
Sunday	0	1	2	3	0	1	2	3		13-14

D QUESTIONS ON OPINION FORMATION AND LEADERSHIP

33 *Ezinyangeni eziyisithupha ezedlule kukhona okuthile owakubhunga mayelana nezibonakalo zalezizihloko ezilandelayo nomuntu?*
During the past six months, have you discussed any aspect of the following topics with anyone?
Mo kgweding tse tshelela tsa go feta na o kile wa boledisana le yo mongwe ka ntlha ye ngwe ya ditaba tse di latelago?

	Yes	No	Do not know/ Uncertain		
Public affairs	1	2	3		27
Education	1	2	3		28
Family planning	1	2	3		29

34 *Ezinyangeni eziyisithupha esedlule kukhona owakubuza ngokwaziyo ngezibonakalo zalezizihloko ezilandelayo?*
During the past six months, has anyone asked you for information on any aspect of the following topics?
Mo kgweding tse tshelela tse go feta go ile ga a ba le motho yo o ileng a go kgopela tsebiso ka ga enngwe ya ditaba tse dilatelago?

	Yes	No	Do not know/ Uncertain		
Public affairs	1	2	3		30
Education	1	2	3		31
Family planning	1	2	3		32

35 *Ezinyangeni eziyisithupha esedlule uke wazama ngamabomu ukudundisa abanye abantu ukuthi bamukele umbono wakho kwezinye zalezizihloko ezilandelayo?*
During the past six months, have you purposely tried to influence other people in accepting your opinion of any of the following topics?
Mo kwedING tse tshelela tse go feta, na o ile wa leka ka boomo go lhwehlweletsa batho ba bangwe gore ba kwane le dikgopolo tsa gago mabapi le ditaba tse latelago?

	Yes	No	Do not know/ Uncertain		
Education	1	2	3		33
Family planning	1	2	3		34
Public affairs	1	2	3		35

36 *Ezinyangeni eziyisithupha esedlule wanikela abanye abantu okwaziyo okwakukusha kubo ezindabeni ezazigondene nezinye zalezizihloko ezilandelayo?*
During the past six months, have you given other people information that was new to them on matters concerning any of the following topics?
Mo kgweding tse tshelela tse go feta o ile wa fa batho ba bangwe ditsebiso o ba neng ka sa di tsebe mabapi le ditaba tse di latelago?

	Yes	No	Do not know/ Uncertain		
Public affairs	1	2	3		36
Education	1	2	3		37
Family planning	1	2	3		38

38 *Ezinyangeni eziyisithupha ezedlule abantu basibhungile izinkinga zabo yini magondana nalezisihloko ezilandelayo nawe?*
During the past six months, have people discussed their problems in respect of any of the following topics with you?
Mo dikgweding tse tshelela tse go feta, na batho ba ile ba boledisana mathata a bona le wena ka ditaba tse di latelago?

	Yes	No	Do not know/ Uncertain	
Public affairs	1	2	3	42
Education	1	2	3	43
Family planning	1	2	3	44

39 *Abantu babhunga izinkinga zabo kangakanani nawe magondana nalezisihloko ezilandelayo nawe?*
How often do people discuss their problems in respect of the following topics with you?
Na e ka ba batho ba boledisana le wena ga kaakang ka ga mathata a bona mabapi le dintlha tse di latelago.

	Very often	Seldom	Never or hardly ever	
Public affairs	1	2	3	45
Education	1	2	3	46
Family planning	1	2	3	47

40 *Ingabe ucabanga ukuthi abanye abantu bakuthatha njengokuthi ungumpetha kwesinye salezisihloko ezilandelayo?*
Do you think that other people regard you as an expert of any of the following topics?
Na o nagana gore batho babangwe ba go tseya bjale ka sekgwari mo ya e ngwe ya ditaba tse di latelago?

	Yes	No	Do not know/ Uncertain	
Public affairs	1	2	3	48
Education	1	2	3	49
Family planning	1	2	3	50

41 *Ingabe ucabanga ukuthi wazi kakhuly mayelana nesinye salezizihloko ezilandelayo ukwedlula abanye abantu - Ohlangana nabo ngemihla emsebenzini?*
Do you think that you know more about each of the following topics than most people with whom you have daily contact at work?
Na o nagana gore o tseba go feta bontshi ba batho ba o phelago le bona ka mehla kwa mosomong ka efe goba efe ya ditaba tse di latelago?

	Yes	No	Do not know/ Uncertain	
Public affairs	1	2	3	51
Education	1	2	3	52
Family planning	1	2	3	53

42 *Ingabe ucabanga ukuthi wazi kakhulu mayelana nesinye ngesinye salezizihloko ezilandelayo kunabanye abantu ohlangana nabo ngemihla eAtteridgeville?*
Do you think that you know more about each of the following topics than most people with whom you have daily contact in Atteridgeville?
Na o nagana gore o tseba go feta bontshi batho ba a phelago le bona ka mehla mo Atteridgeville ka efe goba efe ya ditaba tse latelago?

	Yes	No	Do not know/ Uncertain	
Public affairs	1	2	3	54
Education	1	2	3	55
Family planning	1	2	3	56

43 *Ezinyangeni eziyisithupha ezedlule uke wabuza abanye ngemibono yabo ezindabeni eziqondene nesinye ngesinye salezizihloko ezilandelayo?*
During the past six months, have you asked other people for their opinions on matters concerning each of the following topics?
Mo kwading tse shelela tse di fetilego o kile wa botsisa batho ka ga dikgopolo tsa bona mabapi le engwe le engwe ya ditaba tse di latelago?

	Yes	No	Do not know/ Uncertain	
Public affairs	1	2	3	57
Education	1	2	3	58
Family planning	1	2	3	59

44 *Ezinyangeni eziyisithupa ezedlule wake umqasi wakho noma omunye umlungu osebenza naye, wakunika izeluleko ezindabeni eziqondene nesinye ngasinye salezizihloko ezilandelayo?*
During the past six months, has your employer or any White person working with you given you advice on matters concerning each of the following topics?
No kgweding tse tshelela tse fetilego, na mothapi (mongtiro) wa gogo, go ba mosweu ofe goba ofe yo o somang le yena kile a go fa keletso mapabi le engwe le engwe le engwe ya ditaba tse dilatego?

	Yes	No	Do not know/ Uncertain		
Public affairs	1	2	3		60
Education	1	2	3		61
Family planning	1	2	3		62

45 *Ezinyageni e eziyisithupha ezedlule kukhona oke wamcela ukuba akweluleke uma bekufanele wenze isinqumo esibalulekile enkingeni mayelana nesinye salezizihloko ezilandelayo?*
During the past six months, have you asked anyone for advice when you have had to make an important decision on a problem in respect of each of the following topics?
No kqweding tse tshelela tse fetilego, na o ile wa kgopela keltso go motho ofe goba ofe ge o be a swanetse go dira pheetso ya bohlokwa ka ga bohlokwa ka ga bothatha mabapi le engwe le engwe ya ditaba tse latelago?

	Yes	No	Do not know/ Uncertain		
Public affairs	1	2	3		63
Education	1	2	3		64
Family planning	1	2	3		65

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START CARD NO 4

46 *Ezinyangeni eziyisithupha ezedlule ukewathola ulwazi olusizayo ezindabeni ezimagondana nezindaba zikawonkewonke, zemfundo, kanye nezokuhlela umdeni kulemisuza elandelayo?*
During the past six months, have you obtained any valuable new information on matters concerning public affairs, education and family planning from the following sources?
No kgweding tse tshelela tse fetilego o ile wa hwetsa ditsibiso tsa bohlokwa mabapi le ditaba tsa lefase, thuto peyakanyetso ya lapa go tswa go engwe ya tse dilatelago?

	Public affairs		Education		Family planning		
	Yes	No	Yes	No	Yes	No	
Newspapers	1	2	1	2	1	2	1-3
Magazines and other printed material	1	2	1	2	1	2	4-6
Television	1	2	1	2	1	2	7-9
Radio	1	2	1	2	1	2	10-12

47(a) *Uyawafunda amaphephabhuku?*
Do you read any magazines?
Na o kile wa bala dimakasene (dikgatiso-baka)?

Cannot read	0	Yes	1	No	2	13

(INSTRUCTION : IF RESPONDENT DOES READ MAGAZINES, HAND LIST OF MAGAZINES TO HIM.)

Yiliphi iphephabahuka kulana alotshwe ohleni onikeswa lona olifunde enyangeni edlule?
Which of the magazines mentioned on the list presented to you have you read during the past month?
Ke Makasene efe ye e boletswego mo lenaneng le o le filego e o kileng wa e bala Kgwding ya go feta?

Do not read/Cannot read	0 0	
		16-17
		18-19
		20-21
		22-23
		24-25

49(a) *Ingabe uzigcina kanjani wazisiwe ngokuthuthukiswa okusha, ngemibono emisha, ngezehlakalo ezinisha ezibalulekile zizindaba, njll. ezindabeni ezimayelana nezindaba zika wonke wonke?*
How do you keep yourself informed about new developments, new ideas, major news events, etc. on matters concerning public affairs?
Na o dira byang gore o nne o tseba ka ga diphetogo tse mpsha dikgopolo tse mpsha, ditiragalo tse mpsha, bjalo-bjalo mo ditabeng tse mabapi le ditiragalo tsa lefasa?

	Mainly	Sometimes	Never or hardly ever		
Asking other people/friends	1	2	3		29
Listening to specific radio programmes	1	2	3		30
Watching television	1	2	3		31
Reading newspapers	1	2	3		32
Reading specific articles in magazines	1	2	3		33
Reading other printed material	1	2	3		34
Attending meetings	1	2	3		35

49(b) *Ingabe uzigcina kanjani wazisiwe ngokuthuthukiswa okusha, ngemibono emisha, ngezehlakalo ezibalulekile zizindaba, njll, ezindabeni ezigondana nezemfundo?*
How do you keep informed about new developments, new ideas, major new events, etc. on matters concerning education?
Na o dira byang o nne o tseba ka ga diphetogo tse mpsha, dikgopolo tse mpsha, ditiragalo tse mpsha, bjalo-bjalo mo ditabeng tse mapapu le thuto?

	Mainly	Sometimes	Never or hardly ever		
Asking other people/friends	1	2	3		36
Listening to the radio	1	2	3		37
Watching television	1	2	3		38
Reading newspapers	1	2	3		39
Reading magazines	1	2	3		40
Reading other printed material	1	2	3		41
Attending meetings	1	2	3		42

49(c) *Ingabe uzigcina kanjani wazisiwe ngokuthukiswa okusha ngamibono emisha njll, ezindabeni ezimayelana nokuhlela umdeni?*
How do you keep informed about new developments, new ideas, etc. on matters concerning family planning?
Na o dira byang gore o nne o tseba ka ga diphetogo tse mpsha, dikgopolo tse mpsha, bjalo-bjalo, mo ditabeng tse mapapi le peyakanye tso ya lapa?

	Mainly	Sometimes	Never or hardly ever		
Asking other people/friends	1	2	3		43
Listening to specific radio programmes	1	2	3		44
Watching special television programmes	1	2	3		45
Reading newspapers	1	2	3		46
Reading specific stories in magazines	1	2	3		47
Reading other printed material	1	2	3		48
Attending meetings	1	2	3		49

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51(a) *Enyangeni eyedlule uke wayo kulababantu abalandelayo noma kulezizindawo uyofuna iseluleko ezindabeni ezimayelana nezehuhlela imindeni?*
During the past six months, have you been to any of the following people or places for advice on matters concerning family planning?
Mo kgweding ya go feta, na o kile wa ya go yo mongwe goba go engwe ya mafelo a, go nyaka maele mo ditabeng tse mabapi le peyakanyetso ya lapa?

	Yes	No		
Friend(s) with relevant experience	1	2		55
Family member with relevant experience	1	2		56
White employer	1	2		57
Welfare officer	1	2		58
Social worker	1	2		59
Chemist	1	2		60
Hospital/clinic (specify: Whom did you see?)	1	2		61
Other (specify)	1	2		62

51(b) *Ezinyangeni eziyisithupha ezedlule uke wayo kommunye walababantu aba landelayo uyofuna iseluleko ezindabeni zemfundo?*
During the past six months, have you been to any of the following people for advice on educational matters?
Mo Kgweding tse tshelela tsa go feta na o kile wa ya go yo mongwe wa batho ba latelago go yo nyaka maele mabapi le ditaba tse thuto?

	Yes	No		
Teacher/headmaster	1	2		63
Friends with relevant experience	1	2		64
Family member with relevant experience	1	2		65
White employer	1	2		66
Other person (specify)	1	2		67

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CARD NO	0 5	75-76
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START CARD NO 6

51(c) *Ezinyangeni eziyisithupha ezedlule uke wayo kumunye walababantu abalandelayo uyofuna izeluleko ezindabeni ezimayelana nezindaba sika wonke wonke?*
During the past six months, have you been to any of the following people for advice on public affairs?
Mo Kgweding tse tshelela tsa go feta, na o kile wa ya go no mongwe wa batho ba latelago go you nyaka maele ka ga ditaba tsa Lefase?

	Yes	No		
Block induna	1	2		1
Community council member	1	2		2
Local political leader	1	2		3
White employer	1	2		4
Administration board official	1	2		5
Tribal chief	1	2		6
Other person (specify)	1	2		7

HSRC PUBLICATION LIST

A complete list of HSRC publications or a list of publications of a particular Institute of the HSRC is available from the Head: Technical Services

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The HSRC undertakes, promotes, supports and co-ordinates research in the field of the human sciences. It also determines research priorities, disseminates the findings of human sciences research, facilitates and evaluates the implementation of research findings, stimulates the training of researchers, places the full spectrum of human sciences disciplines at the service of the inhabitants of the RSA and promotes science in general.

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Institute for Communication Research (ICOMM)

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Die RGN onderneem, bevorder, ondersteun en koördineer navorsing op die gebied van die geesteswetenskappe, bepaal navorsingsprioriteite, versprei die resultate van geesteswetenskaplike navorsing, vergemaklik en evalueer die implementering van die resultate van navorsing, stimuleer die opleiding van navorsers, stel die volle spektrum van dissiplines in die geesteswetenskappe ten diens van die inwoners van die RSA en bevorder die wetenskap in die breë.

Institute

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Instituut vir Mannekragnavorsing (IMAN)

Instituut vir Navorsingsontwikkeling (INO)

Instituut vir Opvoedkundige Navorsing (ION)

Nasionale Instituut vir Personeelnavorsing (NIPN)

Instituut vir Psigologiese en Edumetriese Navorsing (IPEN)

Instituut vir Sosiologiese en Demografiese Navorsing (ISODEM)

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